

June 6, 1935

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS



VOL. CLXXI, No. 11

NEW YORK, JUNE 13, 1935

10c A COPY

## "The President will see you"

THE PROBLEM of business today — as at any time — is to keep orders coming in and merchandise moving out — at a profit. But the best sales force and the best producing organization stops in its tracks when disaster strikes in the power plant. A boiler explodes without warning, a turbine crashes, a shaft suddenly fractures, and from visions of a growing business the manufacturer is rudely awakened to the necessity of rebuilding his plant.

The Hartford Steam Boiler Inspection and Insurance Company of Hartford, Conn., insures against accident to power equipment. But, of even greater value to the manufacturer — it *inspects to prevent accidents* — a service in which 69 years has made it expert.

"Hartford Steam Boiler" — pioneer in this field — now writes about one-half of all power plant insurance in the United States. "Hartford Steam Boiler" advertising, by presenting the tangible advantages of Hartford's broad engineering experience, is winning for its agents and representatives those cheerful words — "The President will see you."



**N. W. AYER & SON, INC.**

**Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA**  
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



Reproduced from The Nashville Tennessean

FEDERAL ADVERTISING AGENCY, INC.  
444 MADISON AVENUE, NEW YORK

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Note the credit line on this front page cartoon

from The Nashville Tennessean of April 17,

1935 — "after the well-known Sinclair ads".

Truly the influence of a real Interrupting Idea  
is everlasting.

# PRINTERS' INK

NEW YORK, JUNE 13, 1935

## This Week

CALMLY certain that advertising is neither on trial nor standing uncertain at any cross-roads, Albert D. Lasker told the Advertising Federation of America—in annual convention this week in Chicago—that **advertising is its own most able advocate**.

Leaving to others, if they cared to assume it, the louder and more exciting assignment of pointing with alarm, Mr. Lasker keynoted a chord of advertising achievements.

He talked of what salesmanship-in-print has done for the Plymouth car and for Sunkist oranges, for tooth powder and for railroad trains, for this, for that, and for the other.

And of what components is advertising compounded? A mixture, said the keynoter, of instinct and science.

But whatever it is, "the common sense of advertising proves that the most productive salesmanship-in-print is born of an 'idea,' developed in unity between advertising agent and client, and popularly applied in a way that combines strategy with creative imagination."

Copy! Copy theme! **What shall advertising say?** For once, the question answers itself. Copy today can carry no more vital message than this: We are upholding wages! We are upholding prices! We are upholding American standards of living. In Chicago, Keynoter Lasker calls upon advertising to sell, to sell merchandise. Yes, adds Roy Dickinson, and let advertising sell, also and simultaneously, the principles, the integrity, the courage, of its signers. Let it proclaim that they will keep the faith. Thus may advertising strengthen the nation's economic structure.

And the advertisers' reward? Always has it been true that public patronage follows fair dealing.

\* \* \*

With NRA gone, **where stands AAA?** Content to leave to the Supreme Court any ruling on the Agricultural Act's constitutionality, A. L. Jackson, editor of Economic Statistics, Inc., tries the measure before the court of public opinion. Digging deeply into figures, Mr. Jackson comes up with the tight conclusion that, although the act has benefited the farmer, it has harmed the manufacturer and the consumer.

\* \* \*

Aesop Glim knows a sales manager who seems, somehow, to know what to say in **letters to salesmen**—and how to say same. Without bombast or oratory, this sales chief explains why an order blank is *not* a piece of stationery on which to write assorted memoranda, why he and his men are interested in jobbers' salesmen, why the out-going tide of samples had led him to believe that some of his men are going into business for themselves, and why a number of other matters. Aesop Glim's anthology, "From the Sales Manager," is interesting and helpful reading.

\* \* \*

S. 5 known for headline handedness as the **Copeland Bill**, now confronts the House. Under the headline, "How Copeland Bill Extends Business Opportunities," James F. Hoge, legal counsel to the Proprietary Association, points out why the legislation "should be defended by all advocates of effective consumer protection," and why "industry will be ill-advised to op-

pose its passage or attempt its emasculation."

\* \* \*

Would you foster **consumer acceptance**? Then cultivate your dealers. Bring them into your prize contests. Educate them in your product's virtues. Keep them well supplied with effective sales aids. Surveying that key-sector known as contact through dealers, J. J. Rockwell, of the Sackett & Wilhelms Lithographing Corporation, suggests an assortment of ways in which that highly important sector can be won.

\* \* \*

The formula was right; but the sales were not. The mill chemist said: "At a higher cost, we can make a better grade—much better." The management said: "Shoot the works!" And thus was solved another sales problem. Not all solutions are so easy, nor do they always demand product improvement. For manufacturers and

merchants there are morals and timely tips in "**Merchandise Plus a Plan.**"

\* \* \*

Remarks Dwight E. Austin, president of Thomas Leeming and Company, Inc.: "Many an advertising campaign is bearing the overburden of selling its own product and a host of parasitical imitators." Mr. Austin sees the New York Supreme Court's decision in the **Baume Bengué case** as a new insecticide, ready to the hands of the parasites' hosts.

\* \* \*

"One brass band," moderately remarks Don Gridley, "may make sweet music. A couple of dozen bands merely make a lot of unpleasant noise." So with **catalog ideas**—one good idea may make a book, and a dozen spectacular stunts may ruin it. Having looked at many catalogs, Mr. Gridley suggests expedients that are safe and effective.

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## NOW comes the silly season.

We suppose it is called the silly season because so many usually intelligent advertisers ignore the fact that New York is the world's greatest summer resort.

As a matter of fact, it is the principal cities of the country which are the principal summer resorts.

There are more visitors . . . more goings on . . . more incentives to buy things.

Incidentally, The New Yorker's July and August circulation last year was less than 4 per cent under its yearly average.

**THE NEW YORKER, 25 West 45th St., N. Y.**

# SCORE CARD



NOTE in the figures above that The Milwaukee Journal published more than twice as much paid advertising linage as the second paper in every division. The same is true in nearly every major classification in each division. Whatever the product or service—of feminine, masculine, general or family appeal, high or low in price—The Journal sells it to Milwaukee most effectively and at one low cost.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

# Best Defense of Advertising Is Better Copy

Mr. Lasker was asked to address this week's convention of the Advertising Federation of America in Chicago on "Advertising: Its Present and Future Outlook." It was expected that he would defend advertising—attack its attackers. But, on the thesis that good advertising is its own most effective defense, he insisted upon choosing this as his theme: "A Call for Dedication to Fundamentals in Advertising." In explanation of his views he telegraphed to PRINTERS' INK: "Because of the depression there has been much talk in economic and business groups about the place of advertising. As a result much pressure has been brought on advertisers and agencies to defend advertising against its critics. Many people apparently fail to appreciate that all advertising is about advertising. The best plan for justification of advertising is better advertising."

By **Albert D. Lasker**

President, Lord & Thomas

IT seems to me what really matters most in discussing the past, present, and future of General Advertising Copy is our concept of it.

To the same degree that there can be no science without fundamental concept, so there would have been no advertising business as we today know it, without a basic concept of copy—for copy and copy alone is the very essence of advertising.

By copy I mean not only the text in an advertisement, but the illustration and the composition of the whole.

I am going to ask you to sit in with me on the birth of the concept of advertising copy, as now practiced. A concept before which there was chaos. After which there was direction, progress, and fruitful development, which today colors the thinking and guides the destiny of every man and woman in this industry. In it lay the whole imperishable truth about advertising copy.

And because I was fortunate enough to be present when that concept was born, I feel I have a special privilege in tracing its development.

[The concept Mr. Lasker here refers to is that advertising is salesmanship-in-print. He relates in considerable detail how that great advertising man, John E. Kennedy, originated the concept and taught it to him. Mr. Lasker presented the same story at length in an article that he wrote for the July 29, 1926, issue of PRINTERS' INK.]

The concept of salesmanship-in-print by now has fertilized our whole industry. And today we can draw from all over the industry for examples of its finest realization.

Take the automobile industry. For many years Ford occupied alone the lowest-priced field. Subsequently, a challenger came to share the field with him—Chevrolet. And for sev-

you have had  
many per-  
sonal prob-  
lems, I am  
glad to have  
you with us  
again. I hope  
you will be  
able to help  
us to prove our  
case. It is  
a rather diffi-  
cult one, but  
I am sure you  
will do a good  
job.

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a price for the  
marble statue,  
a then instituted.  
I refer  
you and propose  
two courses  
direction by the  
ough its sixteen  
a States which  
and reach every  
in the Russian  
and his convert.

the Communists in the United States of the Comintern—put into operation on 15th February spring lamb stock. More party members and the 750,000 non-party members

#### ANSWER

10

100

The decision between choice and reason is often so difficult that mere want of distinction may throw the mind into a state of indecision and vacillation.

A relatively small proportion of the population. Who should then be allowed to vote?

PROTEC CO.

"Everything from motor oil to caviar is sold in cans these days. Wonder who's doing this Continental Can campaign?"

"B B D C"

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**  
*Advertising*

383 MADISON AVENUE • NEW YORK

**Chicago**      **Boston**      **Buffalo**      **Pittsburgh**      **Minneapolis**

written by the then leader to the Central Committee of the British Communist Party, argues that "stir up" the masses of the working-class, desiring that "armed and successful uprisings" were essential and close contact between the British and "Russian proletariat." It further urges "agitation propaganda" in the British Army and Navy.

The revelations concerning the downfall of the first Government, Ramsey MacDonald had enthusiastically sponsored Soviet recognition and paid the price for his idealised liberalism. Though Zinoviev disclaimed the letter and Laborites branded it electioneering and Labourist propaganda and penetration, it was circulated to such an extent that Britain severed relations with Moscow in 1923. The break followed the sensational case of Soviet House, which sensational Arrow Ltd., the Russian trading company, was to America, which now operates in the United States. The primary purpose was to find a document containing Britain's defence plans, believed to have been stolen from the War Office. The document was not retrieved, but great mass of evidence was amassed which showed the existence of a vast espionage and counter-espionage organisation existing throughout the British Empire, the United States, and Latin America from Soviet House. Of peculiar interest to us, however, was the fact pointed out by Stanley Baldwin in the House of Commons, that the political confidant representatives in London were alike involved in propaganda activities and regime diplomacy with Moscow until 1929. A governmental firebrand propaganda was reduced to a minimum, so despite

Lured by the myth of greatest market," begged peot of salvaging the debt against Russia, and starned of being able to deposit Re tora and withdrawals.

and other conditions of American neutrality in Moscow was the pledge by Lazarus, Soviet Commissar of Foreign Affairs, to President Roosevelt. And that was

now to provide the formation, or reorganization or continuation of, or to permit any activity on the United States, by any organization or group, or by any representative or officials of any organization or group, which has as its aim the overthrow, or the preparation for the overthrow, or the furthering of, any change in the political or social condition of the whole or any part of the United States, its territories, or possessions.

the Executive Committee of the Com-  
munist International—always referred  
to as the E. C. C. I.—adopted a reso-  
lution summed up in this wise:

There is no way out of the present capitalist, or bourgeois, system, except by the October Revolution [the first and only revolution in Russia in 1917] of the toiling masses, the proletariat, the re-education of the "bourgeoisie," the masses, to the point where the struggle of the masses becomes the struggle of the toiling masses, and the October Revolution.



Continental Can Company



Albert D. Lasker

eral years thereafter it seemed as if no third could break in.

Many tried to become that third. We saw failure after failure among manufacturers who made the attempt. Did they fail because their cars lacked value? No. Because they were not reputable institutions? No. They failed largely because their cars never even got looked at by buyers in the low-priced class.

And then came one of the great evidences of *salesmanship-in-print* in the history of current advertising—the insinuation of the Plymouth car into the shopping habits of buyers. And how was that accomplished?

The Chrysler Corporation and its advertising experts reduced the problem to the obvious—a question of *salesmanship-in-print*.

Spoken salesmanship, the salesmanship of personal selling, has no opportunity in the automobile field unless people come to look at a car. The only way to get them to look at a new and unknown car is through advertising appeal. But again, others trying to compete in the low-priced field had used advertising and died in the burning. Why?

Because they lacked that vitality and conception of *salesmanship-in-print* which made the reader feel a compelling interest to review to himself whether he was "right in

accepting as a closed book the then orthodox view that only two low-priced cars were worth owning—Ford and Chevrolet.

Those who conceived the brave challenge to the other two leaders; those who thought of insinuating Plymouth into a classification of equality with the other two by the adoption of the printed appeal, "Look at All Three"—are the ones who must be held mainly responsible for the amazing growth and instant acceptance of the Plymouth.

By that one phrase, "Look at All Three," the makers of Plymouth accomplished the dual purpose of showing (a) their confidence in their own wares; (b) of classing themselves in the reader's mind with the two already accepted cars.

It brought drama and emphasis to Plymouth advertising—this dual challenge at one time by a young David in industry to two commercial Goliaths.

I am purposely citing examples of *salesmanship-in-print* from a variety of industries. Examples expressed in a wide variety of techniques. Because running through them all are certain common threads that make a common design.

Following the amazing success of Sunkist Oranges in winning a commanding position in the American diet, other foods have followed the same pattern of appeal to health.

We have seen the story of health values amazingly increase the consumption of products like tomato juice, lettuce, pineapples, spinach.

What once might have been considered the exclusive advertising story of Sunkist Oranges is now common language in the literature and advertising of foods everywhere.

Has this unfavorably affected the fortunes of the Sunkist Growers?

Decidedly no! The consumption of oranges last year in the United States was seventy-two for every man, woman, and child—the highest per capita figure in the history of the orange growers' association.

Why? Because Sunkist *SALESMANSHIP-IN-PRINT* is constantly  
(Continued on page 84)

“Always, even in  
China and Japan,”  
these eyes of a director  
in 75 corporations reg-  
ularly read

## The New York Times



3 out of 4 of the top executives of  
the largest industrial, banking, insur-  
ance and railroad companies of the  
country, who responded to a ques-  
tionnaire, read The New York  
Times regularly.

# Coupons and Results

GUNDLACH ADVERTISING AGENCY  
CHICAGO

*Editor of Printers' Ink:*

Permit me to second the motion, or rather the motions, made by Paul V. Barrett in his article on "Coupons and Selectivity" in your May 30 issue. He was amusingly "pat," knocking on the head some of the conventional notions that annoy copy writers who know what they are about and publishers who are nagged about positions.

On the matter of the count of coupons, I can positively agree with Mr. Barrett. Beyond a very, very few general observations, I have yet to learn whether or not the accepted theories on position are correct. Where these theories come from, I do not know, since the count of some 27,000,000 or 28,000,000 coupons has not proved any of the theories.

For one, I positively know from the count on this one comparison

of a million or more coupons, that a coupon on the inside corner brings as many replies as the coupon on the outside corner; at least it is such a close race that we have never been able to point out a distinction.

Mr. Barrett also gives the "pat" illustration of the efficacy of a negative appeal, which is abhorred by the advertiser who works only on theory.

He also tells of two advertisements in the same issue, the same magazine on the same theme of a young man who wants to marry a girl, and in one of the advertisements the girl says "yes" and in the other advertisement the girl says "no"; results, equal. Now just imagine the horror of some advertiser who knows nothing about checking results if we were to submit to him a piece of copy in which a beautiful girl says "no" to anyone or anything!

E. T. GUNDLACH.

Join Anderson, Davis & Platte

Helen McCully and Kenneth C. Gunter have joined the staff of Anderson, Davis & Platte, New York agency. Miss McCully, who joins the copy department, was formerly with Lord & Taylor and Frederick Loeser & Company. Mr. Gunter, who has been appointed production manager, was formerly with the American Radiator Company and Bugeln & Smith.

To Head Baltimore Club

Erwin Huber, advertising director of the Baltimore *News-Post* and *Sunday American*, has been nominated president of the Baltimore Advertising Club to succeed himself. The nomination was unopposed and therefore is equivalent to election.

Zonite Elects Watson

Robert W. Watson has been elected president of the Zonite Products Corporation, New York, succeeding Ellery W. Mann, who has resigned. Mr. Watson also is president of Manning, Maxwell & Moore.

Representative Adds Paper

The Indiana, Pa., *Gazette* has appointed DeLisser, Boyd & Terhune, Inc., publishers' representative, as its national advertising representative.

New Officers, "Globe-Democrat"

At a meeting of the directors of the St. Louis *Globe-Democrat*, the following officers were elected: E. Lansing Ray remains as president; Douglas B. Houser, first vice-president; W. C. Houser, formerly secretary and treasurer, was made second vice-president and treasurer; and E. Lansing Ray, Jr., the new secretary.

Appoint Malcolm-Howard

The Linco Products Corporation, Chicago, Linco washing fluid, has placed its advertising account with the Malcolm-Howard Advertising Agency, of that city.

Miller & Hart, Chicago packers, have placed the advertising account of Ole Dixie Sauce with this agency.

New A. N. A. Member

The Matson Navigation Company, San Francisco, has been elected to membership in the Association of National Advertisers, Inc. J. E. Ryan will represent the company.

Locke Leaves Ethyl

Lucine P. Locke has resigned as advertising manager of the Ethyl Gasoline Corporation, New York. He had been with the company in this capacity for the last five years.

# PASTE THIS IN YOUR HAT!

*You Can't Cover Chicago's Evening  
Market with Two Papers Any More*

**1929**

**YOU COULD IN 1929 B.T.\***



City and Suburb Circulation,  
Publishers' Statement 6 months  
ending March 31, 1929.

**Daily News . . . 414,491**

**American . . . 513,158**

**Total . . . . . 927,649**

**Family Coverage . 86.7%**

\*Before the TIMES

**1935**

**YOU CAN'T IN 1935**

City and Suburb Circulation,  
Publishers' Statement 6 months  
ending March 31, 1935.

**Daily News . . . 374,366**

**American . . . . 404,901**

**Total . . . . . 779,267**

**Family Coverage . 64.0%**

## YOU NEED THE TIMES TO FILL THE GAP

Daily TIMES City and Suburban Circulation 201,885  
Available at the Lowest Milline Rate in the Evening Field

**DAILY TIMES**  
*Chicago's Picture Newspaper*

National Representatives

SAWYER - FERGUSON - WALKER CO.

220 E. 42nd Street, New York

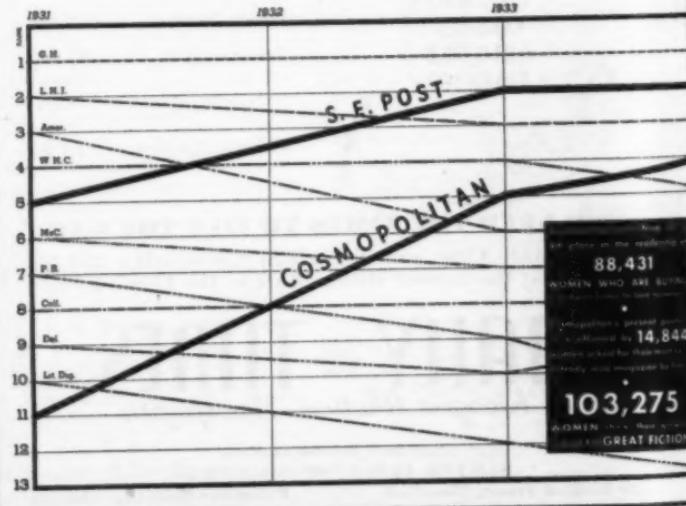
Palmolive Building, Chicago

# 100b

Has **ALWAYS** been **BIG**

**BIG** enough to **WIN** Battles **BIG**  
and **LOSE** Presidencies

The SHIFTS in MAGAZINE CONSCIOUSNESS  
1931 to 1935



00000

# big **BIG NUMBER!**

**BIG** enough NOW to FIX  
**ADVERTISING** Values

1000 "Women Who Are Buying" pack the unquestioned authority of the law of big numbers when they advertising agents investigating for *Good House- ing* and *Time* that what they want in the magazines they buy is

# FICTION, More FICTION and BETTER FICTION

preference shows the sharpest upward swing to  
Metropolitan, the magazine that prints, by critical  
appraisal, **MORE Great Fiction** than any other!

DO you use COSMOPOLITAN'S 1,600,000 to the LIMIT?

Our salesmen have the whole "100,000" story at their tongues' end. When can they tell it to you?

# Labor Advertises "Sorry"

IN paid-for newspaper space, union labor apologizes—and sets a new high, not only for sportsmanship, but also for a keen understanding of the utility of advertising.

In Newark, N. J., a local of the Hotel and Restaurant Employees International Alliance placarded a restaurant, proclaiming it unfair.

Unusual, indeed, was the aftermath, a newspaper advertisement eighteen inches across six columns in which the copy, in part a reproduced letter on the letterhead of Bartenders' Local No. 131, speaks for itself:

## A PUBLIC APOLOGY

TO THE

NOVELTY BAR AND GRILL

To: Mr. Jules Endler, Pres.,  
Novelty Bar and Grill,  
And the Public of Newark:

As authorized delegate and financial secretary and business representative of Bartenders' Union, Local 131, I desire to make amends and public apology for the misdeeds and unnecessary inconvenience and trouble that I have committed and given to the Novelty Bar and Grill by joining with the Delicatessen and Cafeteria Workers, Local 410, in allowing them to use placards and signs with the name of the Bartenders Union

thereon. As a result of this, they were molested and disturbed, causing the proprietors and employees of the Novelty Bar and Grill unjustified harm and injury. The facts were misrepresented to me and I was misled by apparently unreliable agitators.

I find the following true situation: (A) Higher scale than union. (B) No unfairness to labor or employees. (C) Perfect harmony amongst the workers of very sanitary conditions. (D) No split shift. (E) Employees receive food without charge (60 to 70 cents each meal). (F) Free-of-charge policies of insurance to each employee to take care of dependents (aside from compensations).

I further desire to take the privilege, at this time, of apologizing and openly expressing my deep regrets and sorrow to the Hon. Alfred A. Stein, vice-chancellor, and to the Hon. Malcolm G. Buchanan, vice-chancellor, for any violation, which I unintentionally committed and violated, of the injunctive order issued by Chancery Court in the matter involving the Novelty Bar and Grill situation.

It is with pleasure that I make this public announcement and urge labor to patronize their place of business.

In fairness, I remain

JOHN KEISER.

♦ ♦ ♦

## "British World," New Publication

*British World*, a new monthly has been started, with a June issue, under the sponsorship of the British Empire Chamber of Commerce in the United States of America, Inc., 620 Fifth Avenue, New York. Robert R. Appleby is president; Harry D. Tyler, secretary; and T. J. L. Crane, director of publishing.

• • •

## Has Cleansing Cream Account

Advertising of the Virginia Murray Laboratories, Detroit, Virginia Murray Cleansing Cream, is being handled by Bass-Luckoff, Inc., of that city. A local test campaign consisting of twenty-six five-minute radio programs has been completed and newspapers, listing dealers, is now being used.

## Sparks-Withington Change

While continuing as president of The Sparks-Withington Company, Jackson, Mich., radios and refrigerators, William Sparks is relinquishing his duties as general manager. He will be succeeded as general manager by his son, Harry G. Sparks, who has been with the company for fifteen years.

• • •

## Appointed by Smith & Drum

E. F. Woodman has joined Smith & Drum, Inc., Los Angeles advertising agency, as field executive with supervision over news services as rendered by the various Pacific Coast offices of the agency. George McMurphy has been appointed to take charge of the Portland office of the agency.

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# From the Sales Manager

Some Memoranda on the Subject of Samples and Neck Pains of Several Other Kinds

By Aesop Glim

A FRIEND of mine is an unusually successful sales manager. In spite of the depression, his firm is improving its position in its industry. His sales management includes a rare ability to build the morale of his salesmen. His own personality is an important factor in the picture; he has established true give-and-take with each and every salesman. He maintains frequent contact through a series of memos to the sales staff, which represent a successful projection of his personality and this same give-and-take.

From time to time I have been permitted to read some of these memos and have always been impressed by their tone, as well as by their common sense. Herewith a few of these memos, completely unaltered except for identification marks.

\* \* \*

## In Making Out Orders:

Orders are not memoranda. The order blank should be used for merchandise only. Requests for catalogs, samples, electrotypes, imprinted circulars and all such must be made out on a regular form.

Stop and think a minute and you'll see why—orders cannot be held up while sample folders are prepared or circulars imprinted—such orders must be copied and filled.

The one item that can be entered on orders is advertising window and counter displays. These are stored in the shipping department and there is no delay to the order in including them with a shipment.

## Sales of Style #0000:

There have been received less than fifty (50) orders on the

#0000. Of the fifty orders, one salesman sent in sixteen.

This is just one good example of how a live style gets buried.

You may be also interested to know that the X Company has sold about ten times as many as our own sales organization.

I feel somehow or another that some explanation is due me from you on this point.

## We Are Interested in Jobbers' Salesmen:

Little by little there is a growing appreciation of the fact that jobbers' salesmen can do us some good, that they should be met and cultivated, and that they should be educated on how to sell our merchandise.

I am obviously not talking about the jobbers who buy only two hundred dollars total. (Although some of these fellows have great potential.) I am talking about the thousand dollar jobber who, with a little work, can be trained to sell three or four thousand.

How many accounts are there with this kind of potential—you must know them? Let me have a list and we will lay plans accordingly.

## Samples and Sampling:

This subject is a pain in the neck.

I thought we could let it ride for a while but—in January we used \$000 samples against a budget of \$000.

Each salesman to whom I have talked says with great earnestness: "I never waste any money on samples." To this, my answer is "Oh Yeah!"

Now let's consider the whole subject of merchandise that is shipped out of the factory without

any money coming back to the Company. There are five different ways in which merchandise goes out and salesmen are closely identified with each.

Before discussing each of these ways, let's get our general bearings. Obviously, when merchandise goes out of the plant and no money comes back for it, there must be some sort of benefit to the Company that will be equivalent in its value to the value of the merchandise.

For example, if twenty salesmen use twenty gross—that's 400 gross. Quite a customer! Obviously, the \$0000 must add up to that much benefit—or else, we have wasted money.

For purposes of simplicity, we have charged all merchandise of this kind at an arbitrary figure of about \$0 per gross. My own feeling is that this is a little too generous to the Sales Department, and we must always bear in mind that the merchandise that we distribute, or that we authorize to be distributed without any compensation to the Company, will be worth more than the figure than is shown in our budget. So when we are authorized as a Company to spend \$0000 in merchandise for sampling, it means that we have a blank check from the Company for a good deal more than that in the market value. Probably \$00,000 or \$00,000.

All my discussion and effort with you on the subject of samples is based on a belief that we should not spend more than this figure in that particular type of work.

If there is any salesman who does not agree with me, I shall certainly welcome his comments and his arguments that we should increase our Sample Budget.

To me, it is a very large figure and one which we must constantly fight not to exceed.

Let us consider now the five ways in which our merchandise leaves the Company without money coming back for it.

(1) Merchandise for adjustments.

This merchandise is shipped out

to a customer who wishes to return some discontinued items.

In each case I ask myself and the salesman, "Will we get sales value out of this merchandise?" You may remember my discussions in a sales letter and with you personally on this point.

(2) Merchandise that goes out as sample folders for customers' salesmen.

We have fought this battle many times, but it is worth reviewing once more our stand on this subject.

We do not, as a Company, believe that this is anything but a good and sensible promotion effort. We do know, as a Company, that the money is spent unwisely and unintelligently.

For example—a salesman requests twenty-three sample folders because a jobber has twenty-three salesmen. Yet when we analyze the total volume, we discover that the total sales may amount to \$00 per salesman per year (and it is frequently considerably less than this).

Now you know and I know, that no salesman can sell as little as \$00 a year of a commodity and be conscious of the fact that he is selling it.

Therefore our analysis indicates that comparatively few of the twenty-three salesmen are selling any merchandise.

There is one other point that we get out of this customer, which is typical of many others. There may be a number of styles sent out to the salesmen. Eighty per cent or 90 per cent of the customer's purchases are concentrated on two or three styles, which means that most of the salesmen never sell any of the other styles, and few of the salesmen get more than one or two orders on any other style. That is again a wasteful expenditure of money.

The final criticism of sample folders is that they are in general not well-conceived sales weapons. If you, as a salesman, are unwilling to show your samples, as you seem to be, how can you expect a salesman who sells \$00 worth a

# The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York:

Dan A. Carroll, 110 E. 42nd St.

Chicago  
J. E. Lustz, 180 N. Mich. Ave.



year to carry a bulky thing that you would not carry for half a day? Would it not be much more sensible to have five or six numbers on a card with prices written in—perhaps by yourself—after discussion with the buyer or sales manager?

I don't think I have ever put criticisms of sample folders down in such a succinct way before, but you can see for yourself that the Company's position ought to be (and is): "We are delighted to spend money for good promotion and selling tools, but our suspicion is that the sample folders requested by the average salesman are not that at all."

(3) Merchandise that is distributed in the course of development for missionary work.

This year we are spending the equivalent of seven men's time in this work. That is a large expenditure of time and money. It is an important part of our effort as an organization. Therefore we must be sure that those of us who are doing this work will do it soundly and economically.

We have received some amazing orders for samples and we wonder whether some of the salesmen were not planning to go into the business themselves. So much so by the stock they seem to want to lug around.

After discussing this subject with the men, we have arrived at a program which is probably sound. There is no point in carrying more than a very few styles. That is Point No. 1.

For example, I have no objection to your having a dozen No. 4s in your trunk, but you know and I know, that the chances are slim that you will use the No. 4s except on an unusual occasion and then it is probably simpler to make out a sample request and have us send the No. 4 from the factory to the person who is interested.

Actually, six or seven styles are all that you will normally use. Therefore why lay in a stock beyond these few styles?

Now let's talk about the quantity. If you make ten calls a day with

an average of two samples per call, you will use less than a gross a week. If you make it three samples a call, you will use just about a gross a week.

Now an average of three samples a call at ten calls is a fair day's work. If you get into larger concerns and have to distribute more, you will probably not make as many calls.

The point being this, that a serious week's work can be done with a gross to a gross and a half. Therefore, a fortnightly request to the Office to send 2 or  $2\frac{1}{2}$  gross would probably keep you well stocked and would probably cut down your baggage to a minimum.

I do not make these statements as orders, but I feel that if you do not agree with me, you at least should say something.

(4) Merchandise that is distributed at Conventions.

So far, this has not applied to many of the salesmen because most of the merchandise so distributed is done under special conditions and few of the Sales Territories have as yet undertaken this work. Therefore, I will not discuss the subject in detail in this memorandum.

(5) Merchandise that is distributed by mail.

In years gone by, much of this was sent out by the Company to selected lists of customers. More recently, we have confined our efforts to lists supplied to us by customers, and this effort will probably expand as years go by.

We have intentionally not done as much of this as we might, but the principles upon which we will ultimately do it are exactly the same as those already outlined, namely, how much sales benefit will we get out of the effort?

Let me put it this way. We do not regard it as a favor to us to be allowed to send samples to a Company's mailing list. Yet unquestionably some of the salesmen sell the idea in that way, or at least there is some implication of it. If we do undertake this type of work, we will want our customers to feel, not that we were being

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# TO THE HOMES OF BALTIMORE

## by CARRIER . . .



So efficient, so thorough is Sunpaper Carrier Service that in hundreds and hundreds of blocks throughout Baltimore and suburbs, Sunpapers are delivered to every occupied house.

Here are shown but four of many "solid blocks" on the route of Harry Yost, who has been delivering Sunpapers continuously since 1920.

Such coverage of Baltimore homes re-emphasizes what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening, Sunday.

## THE SUNPAPERS DURING MAY DAILY (M & E) 283,659

A GAIN OF 4,917 OVER MAY, 1934

THE  
MORNING



EVENING

SUN  
SUNDAY

New York—John B. Woodward, Inc.—San Francisco  
Chicago—Guy B. Osborn, Sciaro & Meeker, Inc.—Detroit  
St. Louis—O. A. Cour  
Atlanta—Garner & Grant



# CHICAGO AMERICAN

*... more Buying Power to you*

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# Question

## **MR. MANUFACTURER** **what are YOU going** **to do about it?**

Summer beauty preparations are becoming an important factor in the cosmetic field. Today more and more women know that there is such a thing as remote control of the sun. Who are these women? . . . how to reach them?—are your problems!

*Who are these women?* Obviously they are younger women, the modern mother like Mary Morton, with growing daughter, and older women with young ideas.

*How to reach them?* The Chicago American reaches the type of woman who is beauty conscious and susceptible to new ideas. One reason is: the American has the largest circulation in Chicago among young, active women. Another reason is: editorially, we have educated our audience by a great number of articles devoted to the importance of special summer preparations for taking care of skin and beauty.

Last year, for example, Donna Grace, our beauty editor, received 82,090 inquiries. This year for the first four months she has received 23,032 inquiries, many hundreds of these letters seeking information about summer preparations. This habit of "talking shop" with our editors is just about the best indication you could possibly get about the value of the American as an advertising medium. A word to the wise is—Advertise.

ONAL REPRESENTATIVES: HEARST INTERNATIONAL ADVERTISING SERVICE  
Rodney E. Boone, General Manager

# EXCLUSIVE each MORNING in DETROIT

During seven of the average nine hours which constitute a business day in Detroit no other Detroit newspaper is delivered to or read in a single home in this city, excepting The Detroit Free Press.

Here is mass circulation in a great market without competition. Here is attention that is undivided. Influence without a distracting note. An exclusive monopoly in selling in the only morning newspaper in the fourth market in the United States.

With its 225,000 weekday, 252,000 Sunday circulation the Free Press is unsurpassed as a sales factor in the promotion of any worthy product in the Detroit market.

## The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

granted a privilege, but that we are generously assisting him in the distribution of profitable merchandise. Unless it accomplishes that effectively, it does no good.

#### Mailing to Customer's Lists:

At various times we have received from salesmen, requests that we mail to a list of customers, of one of our customers, samples and also a letter on behalf of our customer.

There is considerable merit in this kind of promotional work, but at the present time, we are simply not equipped to do it.

It is a curious thing, but when you have worked out, for a sales organization, some excellent promotional ideas, they will walk right by them in daylight and pick up an idea which may have merit itself, but which we ourselves may not be equipped to carry out.

I am perfectly willing to entertain proposals from salesmen, if such an idea will be a good thing for us generally, or if such an idea is a good thing for us in some particular instance.

But, in words of one syllable, to hell with the salesman who sends in an order for us to proceed, after having sold it to the customer without our sanction.

#### Insurance on Automobiles:

When I came with the Company and for some time thereafter, I made it perfectly clear to the salesmen who used cars in their territories, that they must insure these cars themselves. That is, of course, the purpose of a salesman owning the car and of our paying him a certain amount of rental and depreciation.

From now on it will be required that all salesmen who operate cars in their territories be insured for

personal liability and for property damage. It would also seem to be wise to insure against fire and theft.

This type of insurance in my opinion is a part of good citizenship, and it is also a sound policy of protection for the salesman and his family.

I am asking the treasurer to get an acknowledgment of insurance held by each salesman when the next depreciation checks are sent out.

For your information, the Company is also insured against suits that may be instituted as a result of a salesman's accident while operating the car on Company business. This, however, is a defensive measure in the Company's protection and in no way covers the liability of the salesman.

#### Medium-Sized Prospects:

Those of you who have had a visit from me this year will remember my interest in "Medium Sized Accounts." This refers to firms that buy from \$400 to \$1500. We are planning to cultivate these accounts aggressively during the next year or two.

Let me, therefore, have a list of from ten to twenty names in your territory.

#### Small Chain Store Prospects:

Every salesman who drives a car will go through many small towns in which he does not stop. In these towns, as well as in the cities in which he does stop, are stores that are part of a chain. Some chains have five or ten stores. Others have fifty or more. All of them are prospects.

Please send us the names of all chain-store units that you run across—either we or our jobbers will call on them.



#### Has Nova Scotia Campaign

The Frank Presbrey Company, New York, has been appointed to handle the advertising of the Provincial Bureau of Information of Nova Scotia. Newspapers will be used. J. L. Mott is account executive.

#### Prouty to Join McGillvra

Norman R. Prouty, for the last two years in the media department of Benton & Bowles, will join the sales department of the New York office of Joseph Herhey McGillvra, radio station representative, on June 17.

# A Time of Opportunity

How National Advertisers Can Now Cash In Handsomely with Adequate Appropriations

By Roy Dickinson

**T**HREE are plenty of signs that public approval follows fair dealing. Not only was every large business built up on that basis, whether it was a manufacturing concern or a department store, but recent events have reiterated the truism.

There are two stores in a nearby large city. One of them increased its advertising to say it was letting no one go, and was maintaining the purchasing power of its workers. The other one said nothing; but news spread that only two days after the Supreme Court decision, it had slashed right and left. Sales in the first store jumped. The other store lost customers by the hundreds.

The national advertisers who went on record in these pages last week, telling their constructive stand on fair trade practices, hours and wages, have an important copy angle ready made. With adequate and timely copy, aggressively promoted, informing the public when it buys their branded product at legitimate prices it is supporting American living standards, they could rivet favorable attention upon their merchandise, and favorable attention is the first step in a sale.

It is not only a time when advertising may be used by legitimate business to strike home for real progress in business recovery, but it would be a time to register with peculiar force.

That a wide-open opportunity for this kind of copy exists is shown in the action of two consumers' groups last week. At the convention of the General Federation of Women's Clubs in Detroit, the chairman of their public welfare committee made a suggestion. She urged that club women

consumers in each community call together "leaders among manufacturers, distributors and labor groups to help them into voluntary agreement to maintain wages and hours and to prevent the return of child labor or unfair trade practices. We believe," she added, "that the greatest assistance women can render at this time is to mold public opinion . . . because it can lay the foundation of industry without recourse to regimentation."

#### A Simple Way to Achieve the Same Results

There is a far simpler method than the one she proposes. Let club women uphold the hands of national advertisers by buying merchandise made out in the open upon which the manufacturer puts his trade-mark as a sign of fair dealing with the public and his workers. If the Federation is thinking along the lines indicated by the suggestion made by its committee chairman, the simplest way of getting action is to trade at stores which sell merchandise made under fair conditions.

As a matter of fact, the Census Bureau's figures show, in connection with child labor, that fewer than 1½ per cent were under sixteen of those gainfully employed in 1930. This compares with a figure of more than 8 per cent a decade earlier. The way to prevent the return of child labor is to buy merchandise made by the legitimate makers of branded merchandise.

Another group of consumers meeting last week was the American Federation of Labor. Its president, William Green, over the radio summed up the difference between the constructive, creative

manufacturer and the chiseler or, as he called him, the "sapper," in the following statement:

"The majority of employers sincerely and honestly wish to maintain decent wage standards. They neither seek the exploitation of labor nor the exploitation of the consuming public. They are inspired by a keen sense of justice and are influenced in all their business dealings by a spirit of fair dealing and fair play.

"It is the selfish employers, the minority among those engaged in the manufacture of goods and commodities, who violate every rule of business ethics. They can be classified properly as sappers who undermine sound business structures which decent employers seek to preserve and maintain. They engage in unfair trade practices, sell goods below cost, cut and slash prices, including wages, and increase the hours of employment for the selfish purpose of gaining an advantage over some competitor."

The unfortunate thing is that the small minority, unless it is stopped, if not by law by public opinion, often drags a whole industry down to its level. For the law of self-preservation comes in.

Moreover, the consumer is likely to prowl around for bargains, no matter how the price is set, unless, again, public opinion can be rallied during this transition period to buy from the decent manufacturer, to uphold his standard. Capital, management, labor, the consumer, whether that consumer be a wage-earner, a white collar man, a farmer, have a responsibility to recovery from now on.

Judge Nields, in his decision in the Weirton case, laid heavy emphasis on this joint interest of employer and employee (and the employee of any factory is a consumer for some factory). Judge Nields said:

"Manufacture is a co-operative enterprise. Production in quantity and quality with consequent wages, salaries, and dividends, depends upon a sympathetic co-operation of management and workmen. A relation satisfactory to both workmen and management is an essential feature of the enterprise. If satisfactory, the court will not disturb it. It is said this relation involves the problem of economic balance of the power of labor against the power of capital. The theory of a balance of power or of balancing opposing powers is based

By C. M. Chester

President, General Foods Corporation

(*Telegram to PRINTERS' INK*)

Any widespread wage cutting at this time should be deplored. Private business now has a greater share of responsibility for aiding recovery.

It will be helpful to recovery if business generally uses moderation in matters pertaining to wages, hours and trade practices in addition to their obligation to the nation's welfare. It seems particularly important for advertisers to follow such a policy because advertisers are more in the public eye and have reputations to maintain. Advertisers, to survive, must have quality products and it is easier to maintain quality manufacturing standards if workers get a square deal as to wages and hours. Furthermore, decent wage standards help national purchasing power, thereby increasing the sales of advertised products.

General Foods Corporation does not now contemplate any change in hours or wage rates that will reduce the number of our employees or the wages received by our workers, and we have so advised our factories.

upon the assumption of an inevitable diversity of interest. This is the traditional Old World theory. It is not the Twentieth Century American theory of that relation as dependent upon mutual interests, understanding and good-will."

Those words, understanding and good-will, can be brought about best and quickest through adequate appropriations on the part of manufacturers who stand out as leaders, against the minority who would drag all down.

The advertiser has always sold quality at a fair price. The fair-minded consumer knows a man would not be foolish enough to put his name on a product which did not stand up under the consumer's use. As C. M. Chester, president of General Foods, in his telegram reproduced with this article says, "It is easier to maintain quality manufacturing standards if workers get a square deal."

Let the leading national advertisers, who are maintaining purchasing power and good markets in which other advertisers can sell, use adequate appropriations to tell this story simply and consistently to the public. Any market is made up of one-third natural demand and two-thirds creative selling combined with an adequate amount of advertising.

#### Let the Trailing Minority Advertise Too

In too many industries there is a minority who always will trail along and, through price concessions and other desperate selling methods, try to grab a portion of the business which has previously been handled by another concern in the same field. If more of them advertised to create new business, there would be more business and more profitable business for all of them.

With the change in mental attitude of the past few years, what money there is in the hands of the public is on a different basis than in the days when more advertising money was being spent to interest the owners of it. Today many a family which saw its savings go overboard in the last few years,

considers its margin as something to be invested in better living now, not "savings" for a coming generation.

Under these conditions it would seem logical for many manufacturers to look into their investment policies. Instead of thinking of advertising as somewhat in the nature of a tax, why wouldn't it be better to look at it in this way? Here we are investing our surplus in Government bonds at 2 1/8 per cent. We are coming to a time when the national advertiser has the biggest opportunity which ever faced him to win good-will from the consuming public because he stands for the progressive, go-ahead type of manufacturer who is going to make reasonable profits and treat both his labor and his consumer well. He is going to be able to set himself far apart from the cheap chiseler or what Mr. Green calls a "sapper."

#### Advertising and Big-Return Investment

Isn't it far better to invest money in one's own business in the form of building good-will and future sales now than to get a meager return on the capital? There is a great possibility of securing a far more profitable return by investing it in advertising to buyers and potential buyers.

There was never a time, it seems to me, when there was more need for constructive imagination in planning adequate advertising appropriations for the months just ahead.

There is a timely news angle all ready for the advertising agency man to go out and sell advertising now as he never has before by urging his customers to tell the public the story of fair dealing, fair prices and purchasing power. Newspapers, magazines, outdoor, business papers and radio can all get behind this idea and sell adequate advertising to prospects on the basis that clubwomen, farmers, labor, all consumers are eager and anxious now to do business with the type of manufacturer who will play fair with them in their consumer dealings.

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ROSPERITY figures are steadily climbing in Washington, D. C. Look at these comparisons and weigh the significant story they tell of sustained and steadily increasing activity:

Bank clearances for the first five months of 1935 show a GAIN of \$70,043,274.86 over the like period of 1934.

Checks passing through the clearing house during the first five months of 1935 totaled \$360,041,780.18 as compared with \$289,998,505.32 from January 1st to May 31st, 1934.

Bank clearances for the month of May 1935 amounted to \$77,957,951.42 compared with \$61,662,074.95 for May 1934—an increase of \$16,295,876.47.

Seeking business where there is business will bring you to the Washington Market—in which The Star, Evening and Sunday, is the ONE newspaper ABSOLUTELY NECESSARY in this prosperous territory.

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. LUTZ  
Lake Michigan Bldg.

An Associated Press Newspaper

Member Metropolitan Sunday Newspapers

Member Major Market Newspapers



# Dealers have a softer side

**A**nyone who has watched a grocer slip a handout to a hungry road kid, or who has seen the druggist laughing at the movies, knows that white coats and sharp pencils are no barrier to the usual human emotions—even though the tinkle of the cash register may be primary.

Your retailers—big and little, your department store buyers, jobbers and district managers, are flesh and blood. They read the papers, whistle "Isle of Capri," and enjoy a good story. And, like the rest of us, they prefer doing business with people they know.

In the business offices of **THIS WEEK'S 21** newspapers, are men who know these retailers and wholesalers by their first names. To these men, a

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Milwaukee, N

# UNITED NEWSWEEK

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROI

national campaign is a local problem. They see distribution, not in terms of chill statistics, but as something concerning Bill at the Big Store, or Charlie over at chain headquarters.

The friendly cooperation of the staffs of THIS WEEK'S member-papers is not shown on our rate card. But, just as THIS WEEK is part of these papers, so their local prestige and good-will are part of THIS WEEK. That's why the "dealer influence" of THIS WEEK is the sum of the dealer influence of its 21 great newspapers.

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**Memo for Manufacturers:** THIS WEEK is the colorgravure magazine distributed in 21 principal cities east of the Rockies through the same powerful newspapers dealers use themselves . . . Its exclusive colorgravure process permits lifelike illustration of what they sell . . . More than 4,000,000 circulation . . . Strong in the sales centers where other magazines are weak . . . Dealers get stronger support.

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# THIS WEEK

*A Powerful Sales Force in America's **A** Market*

Detroit, Ia Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

**WEEKLY PAPERS MAGAZINE CORPORATION**

DETROIT Building

SAN FRANCISCO: 311 Sutter Street

LOS ANGELES: Lincoln Building

# Shoulders to the Wheel

**This, Rather Than Backs to the Wall, Is Spontaneous Theme of A. F. A. Convention**

*(By Telegraph)*

*Printers' Ink Office,  
Chicago, June 11.*

IF the advertisers, agents, publishers and others arriving here last Sunday to attend the thirty-first annual convention of the Advertising Federation of America came with the thought that advertising was on the defensive they quickly changed their idea. For the actual developments up to the time this dispatch is filed (Tuesday night) projected a picture of advertising with its shoulders to the wheel instead of with its back to the wall.

All during yesterday and today, from the speakers' platform out into the lobby and on the upper floors of the Palmer House, the prevailing sentiment unquestionably was that the best justification of advertising is to move the goods. And, it seems, the goods are going to be moved.

Of course the necessity of a certain amount of continuing educational work to counteract the professional anti-advertising propagandists is recognized. But the dominant feeling of the convention is that these attacks are to be taken in strides on a course charted toward realizing upon current opportunities for stimulating consumption.

To tell the story in chronological order, Edgar Kobak, chairman of the board, registered first with the highly encouraging prediction that there would be a marked upward turn in business and advertising within three months as a result of eliminating the NRA codes.

"The stronger spirit of competition is just around the corner and headed this way," Mr. Kobak said. "Funds will be released, without question, for competitive distribution of commodities—funds which have for a long time been hoarded by those who claimed they were held back by Federal codes.

"There will be an increase of lineage in newspapers, magazines and radio almost over night.

"The funds that represent promotional efforts beyond the trade allowances set up by the codes are again to be current. I have never seen so much new institutional advertising in the making as now. I've never seen so much local advertising as is now developing.

"It is a trend, an upward trend, and it looks as if it would be a long trend."

But the initial impetus toward the convention's spontaneous theme was administered by no less a personage than President Roosevelt. The President's message, read to the convention by Chester H. Lang, president of the Federation, said:

I welcome this opportunity of extending my greetings to the thirty-first annual convention of the Advertising Federation of America.

It has been my pleasure to note during the last two years the fine spirit of co-operation which the Government has received from the members of your organization in making more effective our efforts to establish business confidence and renew business activity. The intelligent and well-advised methods by which you, as advertising men, have encouraged business progress have helped materially in gaining ground for the recovery movements.

You are members of a profession which exerts a great influence on the public mind because your messages in the newspapers, magazines, over the radio and through other media reach daily a very large proportion of our citizens. You command great power for the stimulation of American production and the sale of American products. This power has an added value in that it inspires faith in the continued progress of our nation.

Success in your profession calls for skill and initiative in salesman-

ship; it stands business

I am in the position of strength thus us all.

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In set the mea A. F. A. pressed U. S. A.

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ship; it requires also a deep understanding of the fact that American business must go forward.

I am sure that in the future as in the past the Advertising Federation of America will maintain the strength of its great influence and thus sustain a fine tradition and hasten the return to better times for us all.

There seems to be nothing unconstitutional in that.

In setting the official keynote for the meeting, the president of the A. F. A. expanded the thought expressed by the President of the U. S. A. Mr. Lang speaking:

"The job that's assigned to us—by the President of the United States, if you please—is clear. It doesn't include fixing foreign relations, rehabilitating banks, changing the gold standard, nursing NRA back to health, distribution of wealth (except as that includes greater comforts and convenience for every man). It doesn't call for damning this or praising that.

"It calls for 'skill and initiative in salesmanship,' as the President puts it. It calls for determination on our part to be sure that capital, labor and the consumer are using advertising effectively, yes, enthusiastically, even lavishly if necessary for the common good. Industry can afford to pay a tremendous price to uphold our American standards—to advance them.

"Our phase of the job, our way, is advertising. Advertising with its power to explain, to convince, to stimulate to action, can and will dispel lingering fear. It can and will re-build confidence, it will restore faith and hope—and then it will sell goods.

"Again I say we have no assignment to run the Government. That's somebody else's job. We are not even called upon to take over the manufacturing or engineering job in industry. Our job is to make advertising a better selling tool."

As specific evidence of the nature and magnitude of some of the existing sales opportunities, Mr. Lang cited these figures:

Seven million automobiles in service—age seven years.

Two million fewer cars in service than in 1930.

Three million old and ramshackle houses being lived in.

Ten million homes with no electric lights.

Nine million houses without bathrooms.

Thirteen million houses without central heating plants.

Fourteen million houses with no electric refrigerators.

Then came Albert D. Lasker, president of Lord & Thomas, to give specific direction to this back-to-the-mines movement with a call for dedication to the fundamentals of advertising copy—in particular the concept that advertising is salesmanship-in-print. The question of whether advertising practice will endure, he declared, depends upon advertising men having the vision, the patience and the courage to cling to this basic concept. [Editor's Note: Mr. Lasker's statesmanlike presentation, high point of the convention so far, is recorded in detail in the leading article of this issue.]

The concluding number of the opening general session was an excursion into the field of dramatic art conducted by Anna Steese Richardson, associate editor of *The Woman's Home Companion*. This is a little one-act play, written by Mrs. Richardson to show what the women of the Federation are doing to counteract the attacks against advertising which are being spread among women consumers. The play is a semi-humorous delineation of a scene at a women's club meeting in which three advertising agency women deal with the stock arguments with which their hosts have been inoculated. The villains—a home economics lady, a representative of higher education and a couple of unsympathetic club officials—get pretty tough, but our side wins.

Plans are to have women's advertising clubs present performances of the play in various communities throughout the country.

The common viewpoint on the immediate future of advertising which prevailed at the opening session and carried through consis-



*The Saturday*  
**HOME M**

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FOR  
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of

NATIONA

# Largest MARKET BASKET IN THE WORLD

NEW YORK consumes a sixth of all food sold in America, and other goods in proportion. No wonder that manufacturers seek a swift, sure means of attacking its inexhaustible sales-volume.

As tens of scores will testify, they find it in the SATURDAY HOME MAGAZINE of the New York Evening Journal . . .

First, because its record of sales-successes speaks for itself. Second, because it is New York's only week-day paper which can give the powerful extra Shock Factor of FULL COLOR to advertising.

#### *Among Current Color Advertisers*

B. T. BABBITT • BORDEN • CHEVROLET • CONSOLIDATED GAS • DUPONT  
FORD • FREDERICKS • GLENMORE • GOODERHAM & WORTS • LOOSE-WILES  
NATIONAL DISTILLERS • NORGE • PENICK & FORD • PHILLIPS SOUP  
PITTSBURGH PLATE GLASS • PLYMOUTH • SCHAEFER BEER • SOCONY  
WESTINGHOUSE

# MAGAZINE

of the **NEW YORK JOURNAL**

NATIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE  
RODNEY E. BOONE, GENERAL MANAGER

tently was also conspicuous in the expressions of speakers at the departmental meetings.

For example, Leo Nejelski, advertising manager of Swift & Company, sounded this note before the advertisers group:

"Personally, I am impatient with advertising people who are constantly defending advertising. Defense implies weakness or lack of sufficient justification for existence. Advertising has proved its right to existence. As long as manufacturing progress is coupled with a general desire for social and economic betterment. As long as the profit motive is dominant in our society, so long will advertising serve the purpose of transmitting commercial news from the manufacturer to the consumer."

On the other hand, Mr. Nejelski added, people in advertising should not wait for such abuses as do exist to correct themselves. To this end he urged a tightening of censorship on the part of advertising media.

At the same meeting, Joseph M. Kraus, advertising manager of A. Stein & Company, asserted:

"Advertisers of America need not worry about peoples willingness to buy honestly advertised goods—all the crackpots to the contrary notwithstanding. People in America inherently like to do things and want to go places. They like what they like put up in better style. Whether it be golf balls, automobiles or a ride on the railroad.

"Many millions of people are ready and willing, yes, eager to buy. They haven't lost faith in advertising although they have lost hope for some advertisers who always were hopeless anyway. There is one thing which hurts the average consumer infinitely more than all the alleged misguided, misleading advertising. The knowl-

edge that he or she may be cheated when buying some things isn't so bothersome. What injures most deeply is the realization that they cannot afford to acquire so many of the wonderful things for which you have created a desire. Take it from me, the great job isn't to clean up advertising. Its important, but its only part of your task."

The annual banquet was held Monday night. There wasn't a single after-dinner speaker, a situation which the membership accepted with apparent philosophical calm.

All day Tuesday the delegations were spread out among twelve departmental meetings and, as this piece was being touched up for the press, a final general session Wednesday afternoon remained to conclude the convention. Consideration of resolutions and other business and election of directors was scheduled for this time.

It is a fairly sure thing, although he says he is not seeking the office, that Chester Lang will be named to another term as president.

The National Newspaper Promotion Association was addressed by James M. Cleary, vice-president of Roche, Williams & Cunningham, Inc., who appealed to publishers to "spend as much money producing copy to advertise your columns as a force in marketing as you spend for editorials."

John Benson, president of the American Association of Advertising Agencies, in a sectional meeting of the Newspaper Advertising Executives Association, created a flurry with an address criticizing the present rate differentials between local and national newspaper advertising. The appointment of a committee to decide upon a plan for the gradual narrowing or elimination of these differentials was authorized.



#### Has Sterling Brewers Account

Sterling Brewers, Inc., Evansville, Ind., Sterling Beer and Ale, has appointed Hays MacFarland & Company, Chicago, to handle all advertising on Sterling Products. Present plans include the use of newspaper and outdoor advertising.

#### Moves Headquarters to Cleveland

H. D. Steere, recently appointed advertising manager for the Fintex Corporation, Detroit, has moved his offices to the Fintex headquarters in Cleveland, where he will have entire charge of advertising for the organization, manufacturers and retails men's clothing.

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# Where Does AAA Stand?

Statistics Show Benefits to Farmer Are Offset by Harm to Manufacturer and Consumer

By A. L. Jackson

Editor, Economic Statistics, Inc.

THE passing of the NRA has left industry in an unfortunate state of turmoil. One of the most important results of this recent decision regarding the NRA is the doubt that has been cast upon the constitutionality of the AAA. This question has become so great that pending amendments to the Agricultural Adjustment Act have been returned to the Senate Agricultural Committee, which indicates the grave concern of the Administration.

There are three principal questions that should be answered at this particular time regarding the AAA. (1) Is the Act constitutional? (2) How is the program of the AAA affecting costs of industry? (3) Is the basic assumption underlying the AAA sound? As far as the constitutionality is concerned, that will be decided in due process by the Courts, and is not to be considered in this analysis. The other two questions, however, can here be reviewed.

The burden of the processing taxes on both consumers and manufacturers is really more serious than is generally realized. That it is a problem which must be solved immediately is evident from the increasing pressure now being brought by both consumers and manufacturers upon the Administration for the abandonment of the processing tax. The consumers and manufacturers, however, are not the only ones who are complaining. Even the producers of the raw staples, who were supposed to benefit from the program, are beginning to question its value. The recent closing of several cotton mills and the general attitude of

♦♦♦  
owners as to the further closing of plants indicate that there is some basis for the rising storm of protest.

We know that the increased labor costs caused by the NRA was a disturbing factor. That question has now been settled. However, the labor costs make up a relatively smaller proportion of the total cost of manufacturing in many industries than does the cost of the raw material. The cotton industry is a good example. According to a recent report published in the *Journal of Commerce*, the 4.2 cents per pound processing tax on cotton accounts for 12 to 17 per cent of the total cost of manufacturing. This same condition is true in other industries, but is particularly important in the case of textile manufacturing.

It is evident that manufacturing costs are sharply increased by the processing tax and it is also true that the margin of profit is sharply curtailed thereby. However, before drawing any conclusions regarding the processing tax, let us examine the purpose and the meth-



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—Ravel  
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Dance, from La Vida Breve  
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Music  
WMCA—Harrison Jubilee Choir  
WOR—Irving Conn's Orchestra  
WOV—Watch Tower Prgm

4:45 p.m.

Arthur

OF THE

\$37,836,000.00

spent by these 95 advertisers

BUSINESS WEEK'S READERS

spent

\$32,161,350.00\*

OR

85.0%

\*Exclusive of Talent or  
Production Costs

"B  
PENDERS" OF BUSINESS, REMEMBER THIS:

Business Week advertising gets results because it delivers more executives per advertising dollar than any other publication.

BUSINESS WEEK

The Executives' Business Paper

330 WEST 42ND STREET, NEW YORK, N. Y.

mour and Don Ames.  
WBBR—Bible Discus  
WHN—Friend of the Pe  
WINS—Karl Wengert  
WMCA—Alga Laroussin  
WNEW—Sports Talk, Bi  
WOR—The Forum Hour

6:45 p.m.

C—Carson Robinson

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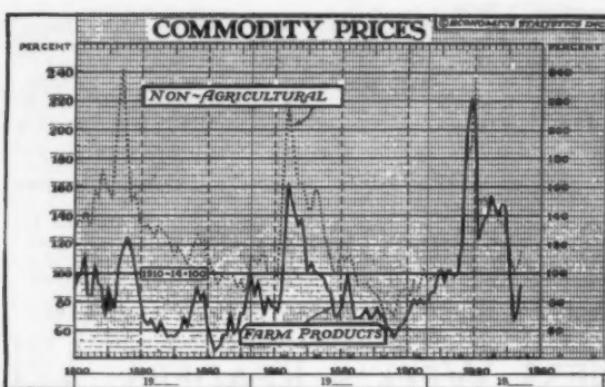
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ods involved, and also see what the results have been. One cannot deny that the program has been given a fair trial. The results of this trial period indicate, however, that this program cannot be proclaimed as having been successful.

The basic assumption underlying the AAA was that the purchasing power of the farmer was too low relative to that of the rest of the population of the nation. It was asserted that the reason for the relatively low purchasing power of the farmer was that farm prices were low relative to non-agricultural prices or those prices which the farmer must pay. The theory behind the act is that if this price maladjustment can be corrected, it would in turn increase the demand for manufactured products and stimulate industrial activity to such an extent as to end the depression.

Are farm prices too low relative to non-agricultural prices? The AAA has prepared a chart showing agricultural prices as compared with non-agricultural prices covering the period 1800 to date. That chart is used here as an illustration (see Chart No. I). As a demonstration, take a sheet of paper and place it over the period 1910 to date and observe how low farm prices were compared with non-agricultural prices prior to 1910. Note that during the period 1910-14, which is assumed by the Administration to be the parity

level, farm prices were at the highest level relative to other prices ever recorded in history. (The periods 1918-1919 and 1928-1929 are the only exceptions.)

Thus, is the Administration correct in assuming that the relationship existing in this period (1910-1914) was fair to both farmers and non-farmers? If one were to use the average relationship that existed during the entire period of 1800 to date, the 1910-1914 farm price would appear to be exceptionally high relative to non-agricultural prices, and in recent years the only period which would show a maladjustment adversely affecting the farmer would be in the years 1931-1935. Even under these conditions, the maladjustment would not be so serious as has been assumed. Based upon these historical relationships, it seems that the Administration is not wholly justified in one of its basic assumptions.

How has the Administration attempted to accomplish its desired purpose, right or wrong? The method adopted was one of indirect price fixing through production control. To make the control effective, producers were paid for not producing. The principal source of the funds used to pay the farmer is the processing tax levied upon the manufacturer, who in turn may either charge higher prices to the consumer, or absorb the cost by lowering the profit margin. If

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the burden is passed on to the consumer, it takes the form of a sales tax, and is equally objectionable. If it is not passed on, but is absorbed by the processor, profits may be transformed into losses and plants must close. In either case, demand is seriously impeded. The cotton industry will serve as a good illustration.

At first, the AAA adopted an acreage curtailment program which was voluntary in nature. Those farmers who participated were compensated in the form of benefit payments. When it was found that the voluntary method of control did not work satisfactorily, a new act, called the Bankhead Bill, was passed. Under this latter act, the curtailment of acreage was no longer voluntary. It became compulsory to the extent that a 50 per cent penalty tax was levied on the cotton produced and sold by those who refused to co-operate in the program. This tax would eventually force the non-participant out of business.

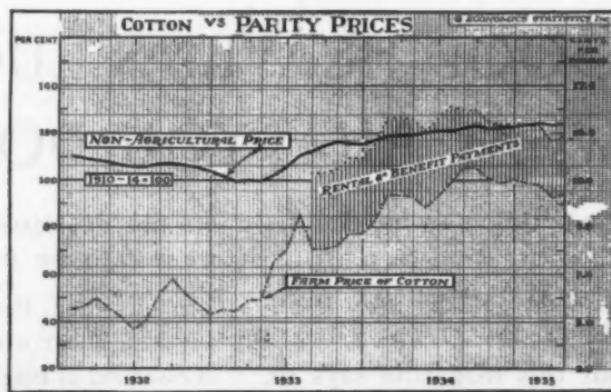
Of course, even a compulsory control of acreage would not be very significant, unless some provision were made for the limitations on the total new supply. Under the Bankhead Bill, supply limitations were made effective through a system of quotas based on the past production of the various farmers. Compensation was still in the form of benefit payments and the source of funds was

the processing tax paid by the manufacturer, and, in most cases, collected from the consumer.

In Chart No. II we have graphically illustrated how the benefit payments, when added to the market price of cotton, increased the total price received by the farmer. Note that the price including rental and benefit payments received by farmers co-operating in the cotton control plan has been maintained close to the parity level throughout the period of control beginning with the crop year 1933. The 1933 program brought a total of \$160,000,000 into the hands of contract signers in the form of benefit payments and option profits. (The option profits resulted from the Government offering options to farmers to purchase, at 6 cents per pound, the cotton held in the producers' pool. Loans of 10 cents per pound could be made on the same cotton. This equaled a cash payment of 4 cents per pound to the contract signers who exercised this option.)

The average payment per pound in 1933 to a contract signer was about 4 cents. The 1934 program placed \$120,000,000, or an average of about 3 cents per pound on the 4,000,000,000 pounds grown in 1934 by this group, in the hands of contract signers. (The 1934 plan allowed for a payment of 3½ cents per pound on the average yield of the acreage rented to the Government, plus the parity payments of

CHART  
II





## GOOD HEAVENS, EDGAR! WHAT ARE YOU DOING?

I'm building a wine closet.  
A wine closet! Edgar Bottomly!  
What on earth put *that* idea in  
your head?

But this magazine says to.  
Look Ma, it says "Wine Clos-

ets are de rigueur." Don'  
we wanna be de rigueur  
You silly child. People don't  
anything about what they read  
in *that* kind of magazine. People  
just look at the pictures.

But you do what they say to in some magazines, Ma.

Of course I do! But only in magazines that *talk sense*.

• • •

WE "talk sense" in The American Home because it pays. Pays us and pays advertisers.

So long as we were *de rigueur* we were just one more magazine in the charming-living-room, sunken-garden field. It was all very lovely but it didn't mean much.

In October, 1932, we stopped being *de rigueur* and started *talking sense* to our 262,442 readers.

They liked it so well, that within a year 60,000 other readers heard about it and started reading The American Home.

We kept on *talking sense*—and 146,000 more people added to our conviction by becoming American Home readers.

And in the past six months, 154,000 more home lovers have become American Home readers. They keep right on coming in at the rate of 1,000 a day.

*Talking sense* has more than doubled our circulation. It is now over 600,000. Without a single effort on our part either! Without boy sales, premiums, short terms, club offers, or arrears.

People read The American Home not for thrills but for help. Not for pictures of penthouses and patios. Not for plans of wine cellars, powder-rooms and sunken gardens. But for practical ideas for their homes. Ideas they can put into action.

And when we say "action" we don't mean "reader interest". We mean dollars and cents *buying action*—that brings results to our advertisers like this:

"AMERICAN HOME has consistently been a leader in producing responses for us at low cost. Responses have not been just 'coupon returns', but genuine consumer purchases. It was because of its record on ScotTowels that we added American Home to our ScotTissue and Waldorf list."

SCOTT PAPER COMPANY

If your product is for the home or for use in the home, sell it in the magazine that *talks sense* to people who *have homes, love their homes, spend money on their homes*.

*The* **A** **AMERICAN H**OME

America's No. 1 medium for advertisers who sell *anything* for the home

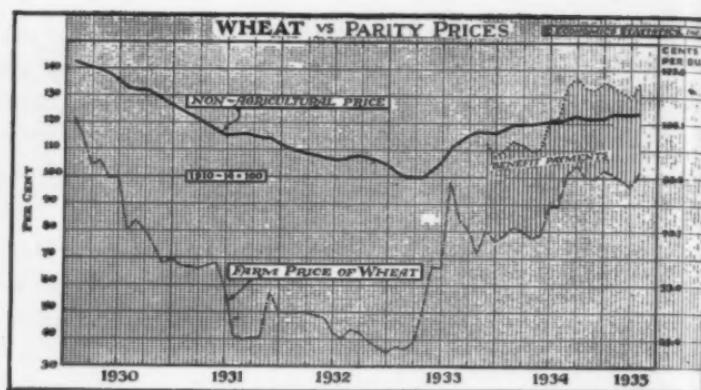


CHART III

1 cent per pound on the domestic allotment of contract signers.)

For several commodities, the Agricultural Adjustment Administration was aided by Nature to such an extent that it was "too successful" in raising the price, bringing it far above the parity level. An illustration of this condition is that of wheat, shown in Chart No. III. In this instance, the maladjustment which had existed for several years was more than corrected. After adding benefit payments to the farm price of wheat, the wheat price is actually about 6 cents a bushel above the parity level. This condition has existed since the drought became serious in the summer of 1934. Despite the fact that benefit payments have brought the price of wheat above its parity level, no reduction has been made in the processing tax on flour.

The question is often raised as to whether or not agricultural prices could have been raised to the parity level if it had not been for the AAA. That it has been an important contributory factor cannot be denied, but improvement has taken place in some commodities without this type of artificial aid. For example, it can be seen from the oats parity price chart (Chart No. IV) that the price of oats has increased rapidly and is now considerably above non-agricultural prices. Of the fourteen principal farm commodities, the oats price

is the highest relative to the 1910-1914 average, despite the fact that the Administration has made no attempt to manipulate this particular price.

The above charts indicate three different cases—wheat, where the benefit payments have increased the price to above the parity level; cotton, for which the benefit payments increased the price to the parity level; and oats, the price of which has advanced above the parity level without the aid of payments or measures of restriction. The failure to reduce the benefit payments to wheat farmers even though the parity price has been exceeded for about nine months is an indication of the problem that will have to be faced if and when the parity prices of all the basic commodities is exceeded.

The question that now arises is, "Has the processing tax aided the farmer?" The above illustrations and analyses indicate that this question must be answered in the affirmative. Excluding the benefit payments, farm prices are now only slightly below the non-agricultural price level. Including the processing tax, the average price is actually above the non-agricultural price level. Nevertheless, it cannot be proved that the farmer's position would not have improved just as much without the tax and benefit payments.

Has the total purchasing power of the nation been aided by the

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AAA? Statistics so far available indicate that total purchasing power of the nation has been increased during the last two years. However, it is difficult to see how this increase can be attributed to the AAA philosophy of scarcity.

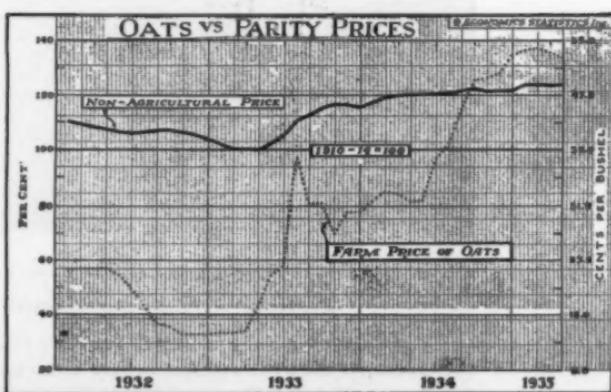
Real purchasing power can only be substantially increased through an increased production of goods and commodities. The primary factor in the increase in purchasing power, since the bottom of the depression, has been the advance in manufacturing activity. The higher prices paid to the farmer have been primarily a re-distribution of the purchasing power created through manufacturing activity, rather than an addition to total purchasing power due to agriculture.

The extent to which the processing tax affects the nation as a whole depends upon three factors: (1) the effect of the higher price on domestic consumption; (2) the effect of a high-price policy on foreign consumption; (3) the proportion of domestic total output of the commodity in question, which would move into export. Because of the current interest in the cotton situation, we will use that commodity as an illustration. In adopting the program, the economists of the AAA who analyzed the situation reported that they thought that the increased tax of 4 cents per pound on cotton would decrease domestic cotton consumption less than one-half million bales.

At the same time, they thought that it would have practically no effect upon exports from the country. These expectations have not been fulfilled. Consumption of American cotton in foreign countries, however, has been reduced 29.4 per cent, while world consumption of foreign cotton has increased 36.6 per cent. United States cotton exports have declined 43.8 per cent and domestic consumption has declined 13.1 per cent. Consequently it appears as though we will close the 1934-1935 crop year with a carryover of American cotton almost equal to that of the preceding year. In other words, the reduction in consumption has almost equaled the decline in production. The only real improvement that has occurred is that caused through nature.

From the above analysis, it can be concluded: first, the soundness of the selection of 1910-1914 as the base period is open to serious question; second, while the activities of the AAA have temporarily improved the farmer's position, the adverse effects upon the manufacturer and consumer have about offset the improvement to the farmer, and on balance little improvement has been witnessed; and third, that a scarcity economy, in the long run, cannot successfully increase the purchasing power of the nation and raise the standard of living.

CHART  
IV





*Why does American Can Company concern itself with problems of retail merchandising?*

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than people buy. The consumer is our common goal.

300 cases today, Boss"



To some salesmen, selling means getting goods into stores. But the smart sales manager knows selling means getting goods into homes.

He knows it is easier to put his product *on* the shelves than it is to move it *off*. Knows that good distribution means little without good merchandising. Knows that the package, the display, the entire merchandising and selling plan, must be designed to get *action* over the retail counter.

If you are looking for ways to

get more action at the point of sale, has it occurred to you that the American Can Company might be of help? Has it occurred to you that a company specializing in two basic sales weapons—packages and point-of-sale displays—must have quite a merchandising background?

Possibly, in our broad experience, with thousands of products in almost every field, there may be something of value to you. We should be glad to work with you and contribute what we can.

---

AMERICAN  
CAN COMPANY

230 Park Avenue • New York



**"I'M WEDDED TO THIS DESK TONIGHT TRYING  
TO FIND MORE PAPERS LIKE THE JOURNAL  
OF PORTLAND, OREGON!"**

● Space-buyers who "love, honor and obey" the Rule of Three have found the shortest aisle to the altar of maximum advertising results. Space-buyers who realize this are many—newspapers that fulfill it are few. In fact, on this June day in 1935 you'll find only the daily Journal and five other newspapers in all the country, in cities of 300,000 or more, that are in that happy nuptial state bound and bounded by the Rule of Three.

## *The JOURNAL* PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

**The RULE of THREE:**

**1 CIRCULATION LEADERSHIP**

The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has + 23% more city circulation than any other Portland daily.

**2 ADVERTISING LEADERSHIP**

The daily Journal leads in retail lineage, general lineage, + total paid lineage.

**3 LOWEST MILLINE RATE**

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

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# Pequot's Stamp of Approval

Says Merchandise Exceeds Government Specifications and Lets It Go at That

LAST October, an advertisement appeared in several magazines stating, "every single Pequot passed U. S. Government Standards." In her new book, "How to Spend Money," Ruth Brindze brings this advertisement back to light and then proceeds to consign it to eternal darkness. "This statement," she laments, "is helpful only to those who know the requirements of the Government specifications or who take the trouble to learn them."

Miss Brindze's attitude is typical of that expressed by many consumer organizations for more informative labeling. In an effort to comply with these demands, Pequot Mills last month announced a new plan which, briefly stated, guarantees that Pequot sheets and pillow cases exceed Government specifications for weight, thread count and breaking strength.

Just how this step will be greeted by home economists and professional befrienders of the consumer remains, of course, to be seen.

There are at the present time two schools of thought among the progressive sheet manufacturers on the question of labeling. One advocates exact specifications and technical information. The other doesn't. It is to the latter school that Pequot leans. This does not mean that the company is wilfully withholding vital information from the consumer. Before coming to its decision, it gave considerable thought to the whole subject. Its determination to omit technical details from its labels arises from a sincere conviction that the public would be more confused by detailed specifications than they would be without them.

If every consumer were gifted with the knowledge of, let us say, an engineer, the process of buying would be immeasurably simplified

through a specification system. However, this happy day is far off. The consumer of today, confronted with some such statement as, "Thread count: sixty-eight in the warp and seventy-two in the filling," is likely to be more confused than enlightened. She might look at another brand of sheet and discover a different thread count. And still another.

But how is she to judge the ideal number of threads?

A technician may arrive at the answer, yet it is a fact that a higher thread count does not necessarily indicate a better sheet. For there is a point beyond which the thread count may actually impair a sheet's strength and economy.

## Would Precipitate a Competitive Race

Then, too, there is the confusion that would certainly occur from misleading overstatements of specifications by manufacturers and distributors who wish to give their product the best possible rating. In the absence of elaborate, costly and impartial public agencies to check these statements, a competitive race for the highest specifications would ensue. These specifications would, at best, represent only the exceptional sheet of the brand—not what the consumer is actually buying.

Thinking thus, Pequot arrived at its guarantee plan. For the last two years the company has engaged the services of two prominent laboratories for continuously testing the quality of its sheets. In order to eliminate any possible bias, it did not furnish the merchandise direct, but instructed the laboratories to order their sheets by mail from stores all over the country so that the samples should be exactly the same as the merchandise which the consumer buys.

Hundreds of tests were made and it is interesting to note that the results were not all alike, although Pequot makes only one grade of sheet. This is because no manufacturer of a fabricated article that undergoes such processes as spinning and weaving can assure absolute uniformity. The laboratories, however, did show that each test, regardless of whether it was the best or worst, exceeded the specifications which the Government sets up for its own purchases.

This fact having been definitely established, the company wanted to proclaim it to the public. More than that, it wanted to prove the truth of its statement and the only way this could be done was by means of the guarantee.

The needs of the store that sells sheets must also be taken into consideration by the manufacturer. Packaging and labeling must help and not hinder the sale. Pequot has closely followed the talk that has been appearing in the trade press on informative labeling and it has not overlooked the demands made upon the retail buyer. A recent advertisement addressed to retailers frankly explained the company's stand and openly weighed the plan of detailed specifications against its own plan of specification guarantee. Because it so tersely summarizes Pequot's position this advertisement is quoted in full:

"Let's clear up this question of specifications!

"Are specifications on labels a godsend to stores, or an infernal nuisance?

"Will they help Mrs. Consumer buy a better sheet, or will they get her so tangled up that she can't decide on any?

"There certainly is a strong demand from consumers for more facts about sheets. Stores must satisfy it somehow. But, from what buyers have been saying on these pages, they don't want specifications!

"A better answer is the Pequot

specification guarantee. Facts given this way meet both consumer needs and store needs.

"Below is a quick comparison of the advantages and disadvantages of both types of informative label.

#### "DETAILED SPECIFICATIONS ON THE LABEL

"Home economics authorities have long advocated detailed specifications on the label. But this plan has drawbacks, as many buyers have pointed out.

"Specifications may be misleading. They offer an opportunity for overstatement. The consumer cannot tell whether the specifications given are based on adequate impartial tests, or are mere advertising claims.

"Specifications are confusing. It is difficult to compare the values of several sheets by their specifications. It takes an expert to dope out the technicalities involved. The average housewife becomes hopelessly confused.

"Specifications are sure to slow up sales. When the customer is



#### NOW—EVERY PEQUIT IS GUARANTEED

to exceed U. S. Government specifications!

Women won't buy sheets, for they can't get the facts to tell them the Pequot's gone above quality—in texture. She has had volumes of detailed specifications for the weight, texture, and quality of Pequot sheets.

Now, in your own particular, you can have the same assurance that our government has had. Pequot's new specification sheet will offer you not only more, but more than every one of the U. S. Government specifications for laundry sheets made by other mills.

Pequot's new guarantee may Pequot to charge less than 75¢ today!

Based on the fact that Pequot can and does Pequot's every customer for a year and a half. There are more Pequots to be fair than the government requires!

Witness the value of facts and specifications!

We don't say that they all the old ways to get, remember, their guarantee. There is a

lot of good in other ways of doing business.

"They are not the best, but they are the most

honest. "Gentlemen say 'We are bad,'

"That's the kind of thing thousands of women

say. "Gentlemen say 'We are bad,'

"There is only one profit of Pequot. It is only

under the Pequot trademark.

Pequot Mills, Salem, Massachusetts.

**PEQUIT**



Pequot's guarantee as advertising copy

# Washington, Wallace and What Next?

THE hurly-burly of experimentation, regulation and regimentation of the New Deal touches no other class of people so vitally as it does farmers.

Everything the farmer does, everything he produces, buys or sells, every acre he tills or doesn't till, every pig he raises or doesn't raise, is governed by the dictates of the national administration.

Never before has the farmer found it so necessary to keep abreast of the lawmakers and bureaucrats. Never before has The Weekly Kansas City Star, with its high speed presses and high speed news service, so completely filled the requirements of agriculturists.

The only farm paper in its territory printed weekly, the only farm paper printed on newspaper presses, the only farm paper distributed from a great railroad and postal center, The Weekly Star stands pre-eminent in giving the farmer exactly the information he wants and giving it to him *first!*

It's easy to understand that such a paper would have the largest circulation of all American farm weeklies.

## The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,287 Paid-in-Advance Subscribers

Best Programs  
the Biggest Audience  
... with Shuman  
plus Sound Business  
Policy... with  
the Real "b" Business  
Advice

L.B. & Son  
CINCINNATI

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EACH CHANNEL • 81% NBC

confused, she hesitates and shops around. She asks questions, wastes time, can't make up her mind."

**"PEQUOT'S SPECIFICATION  
GUARANTEE**

"The U. S. Government specifications for heavy muslin sheets are a recognized standard of sheet quality. Pequot sheets and pillow cases, without exception, exceed these specifications. Pequot guarantees it!"

"What's behind this Pequot guarantee? Not one test, but hundreds. Tests made, not on sheets supplied by us, but purchased by the laboratory from stores. We do not base this assurance on the best test we could find, or even on an average. The minimum Pequot beats Government specifications! Finally, we have the testing done continuously, by two of the world's outstanding textile laboratories.

"All this scrupulous care makes the Pequot guarantee utterly trustworthy. The Pequot guarantee gives you the advantages of specifications—but without confusion. It is simple, direct, easy to understand. It satisfies the new consumer demand for facts. And it helps you sell more sheets!"

To the consumer, Pequot is addressing its message through five national magazines. The campaign, which began with May issues, places a decided stress on the guarantee. "When Uncle Sam buys sheets, how does he get the most for his money?" asks a typical advertisement. "He doesn't guess about quality—he *knows*. He has had scientists establish *specifications* for the weight, thread count, and breaking strength of his sheets." The copy then goes on to explain how Pequots are guaranteed to exceed these specifications.



**Changes on Staff of  
Washington "Post"**

Donald M. Bernard, who has been business manager of the Nashville, Tenn., *Banner*, has been appointed advertising director of the Washington, D. C. *Post*. Eugene MacLean, general manager, J. F. Melia, assistant business manager and E. J. Hughes, advertising director, have resigned these positions with the *Post*. Mr. Hughes, as reported last week, is joining the Cleveland office of *The American Weekly*.

+ + +

**Heads Bauer & Black's  
New Division**

John W. McPherrin has been placed in charge of a newly organized specialty department of Bauer & Black, Chicago, in which capacity he will direct the merchandising of specialties. He has been associated with the merchandising end of the drug field for a number of years. He joined Bauer & Black two years ago. C. F. Burkhard has been appointed to assist Mr. McPherrin in the administration of the new department.



**Republican National Committee  
Names Sabin**

Thomas G. Sabin, who has been with the National Broadcasting Company for the last seven years, has been appointed radio director for the Republican National Committee. Mr. Sabin takes up his new duties June 15. His headquarters will be in Washington.

**Has Hinds Honey & Almond  
Cream Account**

Lehn & Fink, Inc., has appointed Kenyon & Eckhardt, Inc., New York agency, to direct the advertising of Hinds Honey & Almond Cream. This is in addition to the advertising of Dorothy Gray cosmetics which this agency has handled for several years.



**R. O. Eastman Joins Agency**

Roy O. Eastman, formerly head of R. O. Eastman & Company, market counsel and research organization, has joined Marschalk and Pratt, Inc., New York agency, as director of research. The business of R. O. Eastman & Company has been discontinued.

**Kunstler with Haire**

Larry Kunstler, formerly with the *Dry Goods Economist* and *The Jewelers' Circular* and, more recently, with *Hardware Age*, is now with The Haire Publications, New York, in charge of the advertising copy department.



**Appoints Luckey Bowman**

Josiah Wedgwood & Sons, Inc., importer of Wedgwood China, has appointed Luckey Bowman, Incorporated, New York agency, to handle its advertising.

**Gets Dri Brite Account**

Dri Brite, Inc., St. Louis, has appointed Ruthrauff & Ryan, Inc., to handle the advertising of its self-polishing wax. Magazines, newspapers and radio will be used.

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# Contact through Dealers

Consumer Acceptance Bobs Up Again; Can Be Fostered by Improved Retailer Relations

By J. J. Rockwell

Sackett & Wilhelms Lithographing Corporation

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IN the multitude of prize contests now so widely employed in connection with advertising, there is a development which seems significant. That development is observed in the extent to which the dealer is now included in these projects.

"With your essay and your evidence of purchase," (label, box top or whatnot) runs the legend, "give the name of dealer from whom you purchased and if you win he will win also."

Prize contests in the past have undoubtedly sometimes given similar recognition to distributors. But the present more general application of such recognition seems to indicate an increased appreciation of the selling power of the dealer.

In the progress of education and the development of knowledge, commercial or cultural, there is one thing apparently more difficult than to secure general acceptance of the validity of a new fact or idea. That is to secure complete relinquishing of an old one of which the fallacy has been demonstrated.

It is still not uncommon to hear, in presumably well informed business circles, the use of the term "consumer demand," and to observe business policies built in accordance with all which that term implies.

Yet the fallacy of that term and of dependence on its implications was clearly exposed years ago. And sound selling and advertising policies are now generally based on the clearer understanding visualized in the term "consumer acceptance" and its workings.

Here are two specific cases in point that may serve as examples

of the bull-dog grip of the old ideas.

Both of these instances are of recent occurrence.

The first has to do with a small concern with a new product that would usually be distributed through the hardware trade. It was ready to advertise in a certain market but had not decided whether it would distribute through the hardware or some other trade! Of course, it had done nothing to secure, or plan for, dealer co-operation.

The second case concerns a large and successful company in a highly competitive business. It opened a consumer campaign in a new market in which it had fair distribution, but comprehensive methods of dealer tie-in with the advertising were neither planned nor attempted.

## Retail Merchants and Product Influence

Regardless of the state of manufacturers' minds on the subject, the fact stands that retail merchants are a tremendous power in determining the final choice of consumer purchasers in the case of competing products. Their influence is a factor of weight in determining the volume of consumer acceptance even in the case of non-competing articles.

Dealer salesmanship may often be the deciding factor not only as between two brands of face cream, or coffee, or blankets, but also as between the purchase of a new radio, or a new refrigerator, or a kitchen stove. The latter articles being competitive only in the sense that all products compete

with each other for the consumer dollar.

The power of suggestion is just as great a force when used by dealers as when it is used in the printed page or in a radio program. And when used by hundreds of thousands of merchants in contact with millions of consumers it is given "circulation" and "coverage" to an enormous extent.

In my household we have used a certain brand of chocolate for the last twenty-five years. A few weeks ago Mrs. R. included in her order to the grocer a cake of this chocolate—mentioning, as usual, the brand. The grocer suggested another brand—"thought she would like it." "O.K., send it." She does like it; has purchased it again since it was suggested.

We do not use a great deal of this product. A reasoned guess would be that we purchase at retail price \$1.50 worth a year—possibly a little more.

But there are probably at least 300,000 retail distributors of this product. If only 5 per cent of them should make a similar sale to only fifty similar customers in the course of a year that would cause a swing of sale from one brand to another—or to several others—amounting at retail price to well over a million dollars a year.

#### Experience with a Cough Lozenge

For a number of years, when annoyed by a slight discomfort in my throat, I have resorted to some cough lozenge.

About three years ago I asked for something of the sort in a drug-store, not caring much what I used. I mentioned to the druggist my fairly frequent use of such things.

He trotted out a package of "troches" which I had never seen or heard of. I suppose that since that time I have bought twenty-five packages of these tablets.

There was no "substitution" element in this—no "just as good but cheaper" argument. I am paying 30 cents a package for them, whereas I previously bought something that sold at 5 or 10 cents.

Friends of mine who have noticed my use of them have questioned me about them. Three persons, to my knowledge, have made repeated purchases.

In this instance then, there appears a sales volume on this item of, say, \$3 a year. The result of original action in one case by one dealer.

Manifestly, broad conclusions cannot be sensibly drawn from a few isolated individual experiences. The question is to what extent are the four instances I have referred to typical of manufacturer-advertiser thinking with regard to the use of consumer advertising and typical of the extent of action and occurrences at the *point of sale*?

#### Successful Dealer Work Can Be Done

Of course, there are numerous manufacturer-advertisers utilizing methods of dealer co-operation with complete success, particularly among the larger concerns. That in itself demonstrates conclusively that the job can be done and is worth doing. I am not suggesting any startling "discoveries."

The points I am attempting to bring out are, first, that this phase of marketing and its possibilities have not received the consideration they merit; second, that a more general activity in this direction may lead to more profitable results from advertising; third, that there are large opportunities here for the manufacturer of limited appropriation who will apply intensive merchandising strategy, and, fourth, that it is from this last-named class that growth and increase in the volume of advertising eventually develops.

What do I mean by methods and policies of merchandising and advertising with dealer co-operation?

Well, for one thing, sampling.

Not necessarily, or even at all, a widespread, free and unlimited, scattering of sample packages over the face of the earth. But definitely planned and tested methods, if possible direct from the dealer's store, on a definite, controlled basis and coupled with the use of proper literature to accompany the sample, or coupled with

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# PEOPLE WHO MAKE THE



## READ THE *Atlantic*

One out of seven *Atlantic* Monthly subscribers in Cleveland were mentioned in the newspapers during the month of March alone! Many were featured repeatedly.

*"Sponsors Business Exhibition."*

*"President of Rubber Company Reports Strike Ended."*

*"President of Automobile Company Announces Organization Appointments."*

*"Returning from California via Panama Canal."*

*"Donates \$1500 to Western Reserve."*

These were typical news stories about *Atlantic* subscribers. To reach the men and women in every community who have influence, use the *Atlantic*. At \$420 a page, you can reach more important people for less money with

**THE *Atlantic Monthly***  
MOST QUOTED PERIODICAL IN AMERICA

Boston ★ New York ★ Chicago ★ Los Angeles ★ San Francisco

other forms of advertising, as newspapers, or spot broadcasting, with the dealers always "tied in."

The use of the right kind of literature can in many cases make one sample do the work of many.

The principle of sampling and its resultful use is not, by the way, confined to package goods. It may be utilized by way of "demonstration." I dare say that the "samples" of air conditioning which the public is getting in theatres, department stores and railway trains are doing much to sell small units for homes.

Further, window, counter and other forms of store displays—not placing all the burden on the display alone but coupling it with a plan of dealer co-operation through distribution of literature, in parcels, by mail or accompanying the display itself.

Again—package enclosures, planned to produce definite results, secure recommendation from one user to another, make one product sell another, increase consumption by suggesting various uses for a product. Here also the principle

is not confined to package goods. The literature may be attached to a product as well as enclosed in a carton or box.

Material to educate and influence sales persons, distributed with the product or by other means.

These and similar methods and variations of them are nearly all in that class usually spoken or thought of as corollary, auxiliary, or secondary; as means to support and secure the full advantage of primary advertising.

Obviously that view of them is accurate and correct, particularly from the viewpoint of concerns that are using "primary" advertising extensively in the employment of space, or radio time, or other general media. That these "secondary" methods, however, can be and are being successfully used as "primary" advertising and merchandising forces for building sales volume, is a point that should make them worth special consideration and study by concerns for which extensive development must come by way of growth resulting from intensive selling.



### Austria Extends Campaign

Following a campaign in April and May issues of a dozen class magazines, the Austrian National Tourist Office, New York, has extended its advertising to attract tourists to Austria. The campaign will be tripled in June and July and general magazines and newspapers will be added. Newspaper copy will appear in ten major cities. The Wales Advertising Company, New York, is handling the campaign.

\* \* \*

### Insulite Names Fairfield

M. C. Fairfield has been appointed advertising manager of The Insulite Company, Minneapolis, to succeed H. H. Strobusch, resigned. Mr. Fairfield has been in advertising work for many years, having served five years as advertising manager with the Flax-ii-num Insulating Company, now liquidated, and ten years in direct-mail work.

\* \* \*

### Has Pierce-Arrow Account

The advertising account of the Pierce-Arrow Motor Car Company, Buffalo, has been placed with Baldwin & Strachan, agency of that city. It is understood that magazine advertising will be supplemented by a newspaper schedule in cities where the company has its principal dealers.

### Minneapolis Club Elects

Floyd Hooper, secretary, Gile Letter Service, Inc., has been elected president of the Advertising Club of Minneapolis. Other new officers are: First vice-president, Richard C. Budlong, Northwestern National Life Insurance Company; second vice-president, Philip O. Pedersen, representative, Western Newspaper Union; secretary-treasurer, Ernest J. Willette, Burgess-Beckwith, Inc. Martin Olson, Warner Hardware Company, was elected a director.

\* \* \*

### Munroe Joins Graham Paige

F. Willis Monroe, for four years advertising manager of the Hupp Motor Corporation, has been appointed assistant advertising manager of the Graham Paige Motor Corporation. He will be active in a campaign the company has started to increase sales during the summer months. Mr. Monroe has been associated with Hupp for twenty years.

\* \* \*

### Gannett Buys Utica "Press"

The Utica, N. Y., *Press*, mornings, has been bought by the Gannett Company, and becomes the nineteenth newspaper in the Gannett group. Another of these is the Utica *Observer Dispatch*, which was acquired in 1921 when Frank E. Gannett merged the two evening papers.

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# The Baume Bengué Case

How Recent New York Court Decision Furnishes Weapon  
Against Commercial Pirates

By Dwight E. Austin

President, Thomas Leeming and Co. Inc.

A REAL blow has been struck against the practice of substitution and product imitation.

The recent New York Supreme Court decision prohibiting continued Baume Bengué name and package imitation becomes a victory not only for reputable manufacturers the country over but for all media which stand to profit from the reputable manufacturers' advertising.

The court has furnished us with a weapon with which to repel commercial pirates who have long sought to substitute at the sales counter their spurious goods for our well-advertised products. This decision gives assurance that such imitation can be ended even where there is no outright trade-mark violation.

Imitation has been rampant with simulated names, labels, wrappings, containers—deception of the buying public which has come to make its purchase in response to the advertiser's investment in building a known name and good-will.

Surely advertisers will be more inclined in the future to make an advertising investment than they have been in the past when product imitation made the known name and good-will a doubtful asset.

Baume Bengué (the full name is Baume Bengué Analgesique) was first sold in this country in 1898 under the name of "Baume Analgesique Bengué." From 1898 to 1929 no other preparation was advertised or sold under that name in this country.

The defendants in our court action began marketing a product which they also called "Baume Analgesique" in 1932—thirty-four

years after the introduction of the real Baume Bengué here.

The defendants were not the only ones who sought to take advantage of the demand which we were creating for Dr. Bengué's preparation. Since the appearance of the defendant's package on the market a host of others have sprung up, seeking to profit by our advertising of Baume Bengué. Most of them have simulated the package, wording and color scheme of the Baume Bengué package as well. These firms have also used the French words "Baume Analgesique" in labeling their goods—words which the court held have been associated with Baume Bengué since its inception.

After three years of litigation, the court's clear-cut ruling was:

The circumstances that the words "Baume Analgesique" accurately describe the defendant's mixture does not authorize the defendants to employ them in such a manner as to pass off their compound for that of the plaintiffs.

To contend that common or descriptive words may not, by long and constant association with a given product, acquire such a meaning in the public mind that another may not be stayed from employing the same legend is to contend for the non-existence of the doctrine of secondary meaning. The consequence would be the unharnessing of competition; commercial rivalries would become vendettas.

Despite all the words in the English dictionary available to the defendants, they resorted to the French and commanded the precise words employed by the plaintiffs for more

than three decades. Obviously this duplication of name was not a mere accident or coincidence. The honest policy, the forthright course for a merchant who believes in his product is to avert confusion and deception by avoiding duplicating a name. The defendants' motive for adopting for its compound the legend "Baume Analgesique" was not legitimate or honest. The manifest design was to feed upon the reputation, the good-will and the advertising of the plaintiffs.

Since the defendants spent practically nothing in advertising their compound, by what process could the public know of their product? The public knows what is made known to it. The demand for this compound was created by the plaintiffs. Therefore, to permit the defendants to garner the crop sown by the plaintiffs would not only sanction unjust enrichment, but would operate as a fraud upon the public.

How deeply this imitator's sales of the substitute cut into the sales of the real Baume Bengué is a question subject to an "accounting for damages."

But any loss in sales by the manufacturer who advertises is of interest to all media also, for in the last analysis the effectiveness of the media which carry the advertising copy is judged by the sales returns on each advertising dollar.

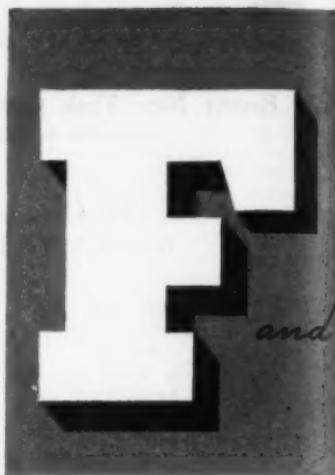
It is to be hoped that other advertisers will familiarize themselves with this important court decision and the reasoning behind it and will take full advantage of the power it gives them to aid in combating the unscrupulous practices which injure reputable manufacturers, dealers and public alike.

Many an advertising campaign is bearing the double burden of selling its own product and a host of parasitical imitators. Now the way has been cleared for it to return its full effectiveness to its rightful sponsor.

+

Has Salz Bros. Account

Advertising of Salz Bros., Inc., New York, fountain pens and pencils, has been placed with S. R. Leon, Inc., New York agency.



F U L L E R &

### WE BELIEVE

### OUR OWN COPY

Good lighting helps an agency . . . you'd be surprised how much. We've just renovated our New York and Cleveland quarters and the lighting (by Westinghouse) has drawn more plaudits than any other single improvement made.

**N E W Y O R K**  
444 Madison Avenue

**C L E V E L A N D**  
1501 Euclid Avenue

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## & SMITH & ROSS

### C L I E N T S

Aluminum Company of America	Cleveland Fruit Juice Co.	Nation's Business
The Aluminum Cooking Utensil Co.	Commonwealth Shoe & Leather Co.	New York University
Aluminum Seal Co.	Country Life—American Home Corp. — <i>The American Home</i>	Printers' Ink
American Can Company	P. & F. Corbin	The Standard Register Co.
Art Metal Construction Co.	Detroit Steel Products Co.	The Strong-Carlisle & Hammond Co.
Associated Tire Lines — <i>The B. F. Goodrich Rubber Co.</i>	Emery Industries, Inc.	The Templin-Bradley Co.
The Austin Company	The Fox Furnace Co.	University School
The Bassick Company	Hotels Statler Co., Inc.	Virginia Hot Springs Co. — <i>The Homestead Hotel</i>
The Bryant Electric Co.	Kensington Incorporated of New Kensington	Westinghouse Electric & Manufacturing Co
Chase Brass & Copper Co.	G. Krueger Brewing Co.	Westinghouse Lamp Co.
Central United National Bank of Cleveland	The Leisy Brewing Co.	West Penn Power Co.
	National Canners' Association	The Wood Shovel and Tool Co.
		The Wooster Brush Co.

# Merchandise Plus a Plan

## In Competitive Fields Product Merit Alone Often Is Not Most Effective Sales Lever

*Editor of PRINTERS' INK:*

I am interested in learning of a few business cases where a well-known trade-marked article, meeting with heavy competition from products similar in construction and price, has been able to strike upon some particular feature which made it more desirable for a merchant to carry than the competitive articles.

**M**AKERS of staples and specialties alike are confronted with this particular problem of competition.

If the item is a staple, it is certain to have a stiff race on its hands to win out in the matter of retail preference. There may be a dozen or more similar products, many of them virtually on a par so far as quality is concerned and none of them offering an advantage in price. Consumers may have been induced to prefer one above another, due to advertising, long usage or any one of a number of other things. But always the retail merchant and his sales employees are able to turn many a sale, even of staples, toward a product that has dealer preference.

In the matter of specialties, the problem is more acute, for the chances are that the merchant will not stock all of the competing lines—frequently, in fact, he will be content with one. What, then, can the manufacturer offer as an inducement to a retailer whom he wants to gain as a representative?

The inducement of advertising, yes; but other manufacturers also may have a strong advertising program. Serviceable goods, attractive packages, an honorable reputation, correct prices, attractive profit inducements—all of these and more may be offered; but competitors may be fully as capable and alert in every one of these respects.

Particularly now that the NRA

no longer holds the reins to keep price slashers in check, there will be earnest seekers among manufacturers for methods of selling that leave price slashing out of consideration. That is the easy way, but it is also the way that will be the height of folly for good merchandisers to follow.

Before entering upon a discussion of the particular question at issue, as brought up by our inquirer, it is well to point out here that in many cases it has been found possible to raise a product above the level of competition by improving certain of the factors involved which had seemed impossible of improvement. Advertising itself is one of these factors. By means of an intensive study of advertising, not only of one's own product but of that of its competitors, the advertising approach, or appeal, may be altered and improved in a way that will not only increase consumer response but also win the support of retail dealers.

In numberless cases, also, the laboratory and research departments have co-operated in the improvement of the product itself, even after company executives have vainly racked their brains and decided that nothing further could be done about it. There is the case of the milling concern, for example, that was making flour by the same formula used by its competitors. The mill chemist, upon being questioned, admitted that a better grade could be made but that it would cost more. At an increased cost of 25 cents a barrel, a flour was produced which gave bakers fifty more loaves of bread and gave consumers added nutritive value not found in any other flour on the market.

The higher price that was obtained came as a result of intensive promotional effort, costs of which were provided by the new mer-

chandising budget and program. This involved offering flour in packages to the grocery trade and advertising it to women.

Packages, too, are continually being made more attractive, thus stepping up the salability of the goods and lessening dealer resistance. Among the numerous recent instances the following may be cited:

The H. B. Glover Company, manufacturer of pajamas, to arrive at a new method of retailing that would interest dealers, cast around for an idea that would get it away from profitless price competition. It hit upon the idea of a suit of pajamas with an extra pair of pants and then had to find a method to merchandise the idea dramatically. This was achieved, first of all, by suggesting to the trade that a counter be specially fitted up and designated as a "Pajama Bar." Then a package was produced that was unique in the industry.

"When our story was presented to the merchant in the right way," said Alan H. Graves, "the question of price was not a factor. Here were pajamas that were really different, that would *dramatize* the department as it had never been dramatized before, that would lift it above price competition and that would, therefore, enable the retailer to sell it at a profit. That's why he bought."

#### Many Products Offer Cutouts for Children

The vogue of packages that incorporate cutout pictures for children on one side of the container is too well known to require description here. Among the products that have made use of the cutout idea to stimulate sales are: Post Toasties, Force, Super-Suds, Wheaties, Kellogg's Corn Flakes, and Quaker Puffed Rice.

It was an adaptation of the package idea that was used by the Hump Hair Pin Manufacturing Company to center attention upon "Hold-Bob," a specialized kind of hair pin that it manufactures. Realizing that every woman car-

ries a mirror in her purse, which has a way of getting misplaced, the company decided it would be a good idea to hook up the mirror problem with bob pins. Accordingly, it worked out a little mirror with a slot in the back to hold eight Hold-Bobs. The company makes it a point to re-design the packages of its various items as frequently as may seem necessary in order to keep them smart and up to date.

A couple of years ago the company started putting on salesmen for the first time. The main function of these men was not so much to sell merchandise as to carry out the company's policy of helping the wholesaler move it. Incidentally, this idea of assisting wholesalers to sell is a method that can be studied to advantage by any concern which reaches the retailer through a middleman.

#### Selling Merchandising Instead of Goods

The majority of concerns, however, while they will continue to give constant thought to the improvement of the product, its advertising, and its packaging, will probably find that it is quite imperative to study its methods of merchandising to and through retailers in order to strengthen the sympathetic support of their goods on the part of dealers.

Virtually all of the methods that are being used successfully center around the idea that the manufacturer must sell merchandising plans, rather than just merchandise, particularly if he is engaged in selling an article that is confronted with plenty of good, stiff competition. Retailers welcome such plans, particularly if they are not of a wholly selfish nature which makes them primarily of advantage to the manufacturer himself.

Such a merchandising plan, one that centers about a motion display to put the product to a durability test, has been used recently by Wilson Brothers, Chicago manufacturers of men's wear. For a certain line of hosiery durability seemed to be the major theme to stress. The company realized that it had no monopoly on this feature, for

# \$20<sup>00</sup> Grub Stake Enables Which Has Produced \$78,000



WHY THERE IS  
**PAY DIRT**  
 FOR ADVERTISERS IN  
 THE SPOKANE MARKET

Value of mineral output gains  
 95.7% since 1932

\$13,673,000 in farm crop benefits  
 distributed in Spokane area  
 to March 31, 1935

62.4% gain in value of Inland Empire  
 farm products, 1934 over 1933

\$63,000,000 power development  
 at Grand Coules

Value of lumber output up 29.8%  
 1934 over 1933

Retail sales 1934 over 1933 gain 28.1%  
 April 1935 over April 1934,  
 gain 38.9%

Automobile sales 1934 over 1933 gain  
 95.4%—April 1935 over April 1934,  
 gain 104.0%

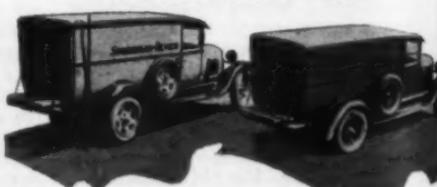
Building permits 1934 over 1933, gain  
 21.1%—April 1935 over April  
 1934, gain 214.3%

CONDITIONS were difficult in the building trades in Murray, Idaho, in August 1885 and N. S. Kellogg, carpenter—with no federal housing program to help—appealed to O. O. Peck, neighbor and Dr. J. T. Conner, local physician, to grubstake him on a mining prospecting trip. They did to the extent of \$20.

Corraling a stray burro, Kellogg set out hopefully in the South Fork of the Coeur d'Alene river; and when supplies ran low, returned to Murray with samples of quartz chipped from an iron-capped quartz ledge. Disappointed by the fact that the specimens were not free milling, financial backers soundly berated Kellogg. However, assayer recognized the samples as galena of the type that had made fortunes in Colorado and development was begun in what is now the Bunker Hill & Sullivan Mine of Kellogg. In the 50 years which have passed since then, the ore body discovered as a result of the grubstake has produced ore with a total gross value of \$178,204,517.19. Net smelter returns to the mine totaled \$108,467,841.31, operating profit \$55,905,106.80 and dividends \$48,621,322.78. The mine's record of profits and dividend payments has continued through the depression, and it's still going strong.

When Kellogg made his momentous discovery the Review—to become The Spokesman-Review within the decade—was already two years old, the Spokane Chronicle four.

**TWO OF A FLEET OF MOTOR DELIVERY CARS USED IN  
 DISTRIBUTING THE SPOKESMAN-REVIEW AND  
 THE SPOKANE DAILY CHRONICLE**



LEAVES SPOKANE DAILY AT  
 8:30 A. M. FOR MINING TOWNS  
 LOADED WITH 3,661  
 SPOKESMAN-REVIEWS

LEAVES SPOKANE AT 1:45 P. M.  
 DAILY FOR THE MINING TOWNS  
 LOADED WITH 1,108  
 CHRONICLES

# 1935 Labor Carpenter to Locate Mine Produced \$8,204,517 in Ore

ONS were doing trades in Idaho, in April. N. S. Kelley, with no federal program to help him, O. O. Peck, Dr. J. T. Conician, to name a few, on a mining trip. They did \$20.

A stray bullet hopefully took the life of the Conician, and when he returned, he had samples of an iron-capped Disappointing ore milling, he said. However, he was one of the typical development men of the Hill & Sullivan. They have passed the result of the \$200,000 annual gross assay returns have been \$5,905,106.80. His record continued through

discovery the new within the the Spokane

CARS USED  
NEW AND  
CARS  
PE

You see at once what that means: Grubstaked with an advertising appropriation and using just these two pioneer miles, you can stake your claim both in Spokane and the tributary area. Mighty few markets like it—and still fewer here pay dirt for advertisers so plentiful right now.



TOTAL GROSS ASSAY VALUE OF ORE RECOVERED BUNKER HILL & SULLIVAN MINE	
1st 27 Years*	\$32,978,960.87
1913	3,890,139.16
1914	3,362,496.96
1915	4,177,819.29
1916	6,233,048.40
1917	9,584,963.40
1918	6,094,285.69
1919	5,093,825.78
1920	6,915,140.75
1921	4,612,444.96
1922	5,171,228.19
1923	5,968,275.09
1924	6,755,521.90
1925	7,766,165.74
1926	7,292,042.58
1927	6,910,720.58
1928	6,711,631.12
1929	7,188,857.42
1930	5,921,999.03
1931	4,694,284.68
1932	3,385,028.34
1933	4,076,745.42
1934	3,578,955.01
	\$178,394,517.19

\*May 1894 to Dec. 31, 1932.



THRIVING MINING CENTER IN SPOKANE SUBURBAN AREA

## THE SPOKESMAN-REVIEW- Spokane Daily Chronicle

OVER 90,000 COMBINED CIRCULATION - 85% UNDUPPLICATED (POLK) FOR A MARKET OF 101,947 URBAN FAMILIES

NATIONAL ADVERTISING REPRESENTATIVES

JUIN B. WOODWARD, INC., NEW YORK - CHICAGO - DETROIT - KANSAS CITY - SAN FRANCISCO  
COLOR REPRESENTATIVES - SUNDAY SPOKESMAN-REVIEW MAGAZINES AND COMIC SECTIONS - ASSOCIATED NEWSPAPER COLOR, INC.

AT 1:45 P.M.  
MINING TOWNS  
WITH 1936  
CICLES

there were plenty of other lines of hosiery that would give long wear. It did know, however, that its Buffer hosiery was exceptionally durable. It sought for a method of dramatizing this fact and found it in a window display showing the hosiery actually in use. Portions of the heel and toe of shoes were cut out and a form wearing a sock inserted in the shoe. A motor was used to show just how a sock is rubbed when a man walks.

After a number of experiments, a refinement of this demonstrator was developed; a foot form, with a sock, rocks on the toe in a natural walking motion, while the reinforcement at the heel is vigorously rubbed against leather under pressure similar to that experienced in actual wear. This display is suitable for both department and window use. It enables the dealer to sell more hosiery over the counter and it stops people before the window.

Wilson can now sell its hose as a staple—as a line that enjoys re-

peat business. Dealers are told what the features of the hosiery are and how they can be dramatized. A plan is suggested, based on the company's experience with hundreds of stores in merchandising and promoting these hose. Each dealer is urged to use it as a flexible pattern, to revise it and fit it to his own requirements.

In answer to the serious question relating to the decline of sales in 1931, The Coleman Lamp and Stove Company decided that first of all it must help dealers move the stock that they had on hand. It was decided that a trade-in plan was probably the best way of doing this. The plan was promoted with and through dealers and national advertising in consumer publications. The program was so successful that it not only helped the dealers to move their own stock, but resulted in moving approximately one-half of the company's own warehouse stock of stoves.

In the following year, 1932, no definite suggested retail selling



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plan was planned and sales went into a decline.

In 1933 Coleman took advantage of the psychological situation immediately following the bank holiday, when everybody was feeling a little better, and announced to dealers a retail sales plan which was called a "Happy Days" prize contest. This was a plan that the dealer could put on any time he wanted to. As a result of this effective retail sales plan and more aggressive advertising and merchandising, stove sales during that year showed an increase of more than 20 per cent over the sales of the previous year.

This result proved to the company's satisfaction the desirability of a definite merchandising plan to help dealers. Again last year, as a consequence, its consistent advertising promotion was plussed by a carefully considered retail selling program designed for the use of distributors.

Summarizing the company's four years' experience—1931 to 1934—

A. W. Boyer, advertising manager, said:

"If you have a product that supplies a fundamental need; will sell it at a fair price; will keep it improved and up to date; will give your dealers real retail sales cooperation, you can sell your product."

Finally, we have the experience of the Nu-Enamel Corporation, whose sales have increased fifty-fold in four years' time.

Nu-Enamel is not sold through the usual channels. Paint dealers and jobbers have been avoided. The best outlets, it has been discovered, are radio stores. Paint departments have also been set up in hardware, sporting goods, electrical and even drug stores.

There are today more than 400 stores handling only Nu-Enamel products. Three thousand other outlets, authorized dealers, have been opened; it is expected that 5,000 additional dealers will be established in 1935.

The two paramount things a

## nes Don't Fly . . .

It's all right as a fancy stunt to try for a safe landing after losing a wing in the air. But safe flying isn't stunt flying.

And, too, it may be a good stunt to try to fill 100% of your sales potential in Cincinnati with one wing advertising—only half the advertising potential.

The Post's circulation is about half. An important half. Make sure you look into whether the Post is on your list and why it should be.

## The Cincinnati Post

A Scripps-Howard Newspaper

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N. Y. C.

MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of  
MEDIA RECORDS, INC.

CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS - DETROIT  
PHILADELPHIA - ATLANTA

State distributor must have in mind in establishing dealers are, first, location; second, the type of individual selected. An aggressive, live-wire, energetic dealer will actually make more net profit than three who are not on their toes. A dealer receives with his initial order, in addition to color cards, display cards, and such material, a table, chair, automobile door and fender for demonstration purposes. A representative spends an entire day with the dealer to show him how to arrange the stock, demonstrate and sell.

Thirty days later another representative calls and once more helps the dealer in making the most of

the possibilities in the line. There are numerous other phases of Nu-Enamel's merchandising plan for retailers, but for present purposes these may be omitted.

The point is that for every product there is the possibility of enlarging the scope of the dealer as a factor in its sale. The method naturally will vary in different industries and with different products. What is needed first of all is imagination in the sales, advertising and promotion departments—imagination which will see through the product itself and visualize what it will do and how the retailer may become interested in turning the plan into an actuality.

### Shippers' Trade-Marks Must Come Off Freight Cars

All advertising and reproductions of trade-marks which appear on the sides of refrigerator cars owned or leased by packers must be removed by January 1, 1937, according to a ruling of the Interstate Commerce Commission. More than 10,000 cars are involved. The commission ruled that such advertising was unfair competition inasmuch as others who paid the same freight rate and did not advertise were not accorded the extra benefit of such advertising.

### Chicago Art Group Exhibits

The Associated Artists and Studios of Illinois inaugurated their first annual exhibition of commercial artwork June 10 at Carson Pirie Scott & Company's men's store, Chicago. Material on display includes advertising art produced by Chicago artists and studios for national publications, business papers, direct mail, mail order, window displays and package designs.

### Atlas Tack to Cutajar

The Atlas Tack Corporation, Fairhaven, Mass., manufacturing 24,000 items, including tacks, nails, tufting buttons, etc., has placed its advertising with Charles J. Cutajar, New York. A direct-mail campaign will be conducted, supplemented by trade and industrial advertising and later by consumer advertising.

### Rockbestos Promotes Redfield

Kendall A. Redfield, advertising manager of the Rockbestos Products Corporation, New Haven, Conn., has been made assistant general sales manager of the company. Herbert O. Anderson is general sales manager. Mr. Redfield will continue to supervise the advertising and promotion program of the company.

### Artwork Exempted from Illinois Tax

An official ruling exempting commercial artwork from the Illinois occupational tax has been issued by the Department of Finance of that State. The rule classifies work done upon special order or specification of customers, "which work, when completed is of little or no value to anyone other than the person for whom the work is performed," as a service and therefore not liable to assessment. The revision follows a recent court proceedings in which the State was enjoined from making further efforts to collect the tax from commercial artists.

### Velure to Ruthrauff & Ryan

Ruthrauff & Ryan, Inc., New York, has been appointed to handle the advertising of Velure, a new hand lotion introduced in a limited territory last fall by Bauer & Black, Chicago.

The advertising of all other Bauer & Black products will continue to be handled by Needham, Louis & Brorby, Inc., Chicago.

### Death of T. J. Laurimore

T. Jarvis Laurimore, promotion manager of the Troy, N. Y., *Record*, and for a number of years an account executive with several Chicago advertising agencies, died suddenly at Troy last week. He had been associated with Ruthrauff & Ryan, Inc., the old Porter-Eastman Company and Guenther-Bradford & Company.

### Join WMCA Staff

Philip A. Fuss and Ray Linton have joined the staff of WMCA, New York. Mr. Fuss was formerly with the Barron G. Collier organization and, for the last five years, has been with WOR. Mr. Linton, who represents WMCA in Chicago, was formerly with Greig, Blair & Spight.

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# I See Where . . .

GOVERNOR EARLE signs Pennsylvania Fair Trade Act, making ninth State to legalize re-sale price maintenance. . . . Representative Francis D. Culkin of New York introduces H.R. 8404 to prohibit liquor advertising in magazines, newspapers, pamphlets, circulars, etc., circulated in interstate commerce, as well as over radio stations. . . . Federal legislative situation clearing a bit with probable succession of measures before House, given by *Congressional Intelligence*, in order as AAA Amendments, Wagner Labor Bill, Holding Company, Bus and Truck, F.A.C.A., Taxation, ship subsidy, Guffey Coal, Oil, Food and Drug. . . .

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No more spot announcements on Canadian Radio Commission Stations, according to *Marketing*. . . . Two year NRA experiment cost more than \$93,000,000 in administration, says National Industrial Conference Board. . . . Federal taxes on gasoline, lubricating oils, jewelry, electrical energy, toilet preparations, matches, telephone, telegraph and radio messages will terminate June 30, and on passenger automobiles, trucks, parts and accessories, tires and inner tubes on July 31, unless Congress acts, which it will surely do. . . . Committee of American National Retail Jewelers Association plan promotional publicity but no paid advertising, according to *National Jeweler*. . . .

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Sioux City (Iowa) *Journal* wins appeal from Federal Board of Tax Appeals and the Commissioner of Internal Revenue, with opinion holding that money spent by a newspaper in maintaining circulation is deductible from income tax. . . . Amended Michigan sales tax act specifically exempts commercial advertising. . . . Mrs. Emily Newell Blair, head of the NRA Consumers Advisory Board, boosts A & P and Macy's in speech before A. F. A. . . .

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Watch out for State AAA acts as well as NRA acts and "Tugwell" bills. . . . Supreme Court Schechter decision does not affect Commodity Credit Corporation, announces Lynn P. Talley, president of the corporation. . . . Federal Trade Commission wins two U. S. Court of Appeals decisions upholding its orders to cease and desist in Kruschen Salts and Radox Bath Salts and Ironized Yeast cases, but drops complaint against Alexander Smith & Sons Carpet Company and W. & J. Sloane. . . . Department of Commerce issues three more volumes of Census of American Business, being: "Services, Amusements and Hotels, Volume IV, Hotels," "Retail Distribution, Volume I, United States Summary, 1933," and "Wholesale Distribution, Volume I, Summary for the United States." . . .

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Dominion Bureau of Statistics issues twenty-seven-page pamphlet, "Drug Retailing in Canada, 1930," and twelve-page multigraphed results of "Census of Merchandising and Service Establishments, 1933." . . . Connecticut Assembly adjourns after defeating sales tax and Governor contemplates calling special session to get money. . . . California publishers believe they have killed obnoxious assembly bill 2451 to impose tax on

newspaper advertising. . . . Texas Fair Trade Act fails of passage. . . . Representative Edmiston of West Virginia introduces H.R. 8315 to require statement of the origin of articles to be included in advertisements of such articles. . . .

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California Legislature passes bill boosting sales tax from 2½ per cent to 3 per cent. . . . New Jersey gets 2 per cent sales tax. . . . Wisconsin Supreme Court voids State chain-store tax, while Arkansas Supreme Court upholds sales tax of that State. . . . Special House Committee appointed to investigate American Retail Federation moves forward with greatly enlarged powers and seizes complete files of Food, Drug and Grocery Chain Stores of America, Inc. . . . Florida passes privilege tax hitting chain stores heavily. . . . England's retail trade 10.3 per cent higher in April, 1935 than April, 1934, according to London dispatch in *New York Herald Tribune*. . . .

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Food prices declined 3/10 of 1 per cent during two weeks ended May 21, says Bureau of Labor Statistics, while wholesale commodity prices decline 1/10 of 1 per cent for week ended June 1 as against previous week. . . . Dun & Bradstreet report retail trade volume up 6 per cent to 15 per cent above that a year ago for week ending June 1, and weekly index of wholesale food prices as of June 4 unchanged from preceding week. . . . New York *Herald Tribune* index of general business for week ended June 1, 59.9 against 59.7 previous week. . . . Dr. Melvin T. Copeland, at annual meeting of Harvard Business School Alumni Association, predicts prices will double with widespread revival of business activity. . . . Industrial activity in June will show only moderate decline from May, says Standard Statistics.

G. M. S.

• • •

#### Flinn Elected by Association of Advertising Men

Claiborne G. Flinn, of Everett Waddey Company, has been elected president of the Association of Advertising Men, New York. He succeeds Harold J. O'Neill, who becomes a director.

Leslie G. Anderson, *The Billboard*, was elected vice-president; A. J. Segal, United Advertising Agency, secretary; Steve Brody, assistant secretary; P. A. Porter, treasurer, and William G. Tuman, assistant treasurer.

Elected directors were Edwin F. Skillman, R. Steele Sherratt, Howard M. Warner, and Harry Paley.

#### Trudelle Agency Re-organized

The Trudelle Agency, Cleveland, has re-organized under the name of Trudelle & Company and has added five new principals to its staff. They are Larry Jewell, George G. Rich, Jack C. Thomas, Blake Crider and V. D. Green.

#### Death of H. O. Smith

Henry Oliver Smith, president of the Foster-Milburn and Foster-McClellan companies, died last week at Buffalo, N. Y. He was in his fifty-third year.

#### Collier Adopts New Agency Recognition Plan

Recognition of a selected group of more than fifty advertising agencies to represent his companies in securing new street car, subway, elevated and bus advertising contracts has been announced by Barron G. Collier, president of Street Railways Advertising Company.

Years ago street car advertising organizations were represented by agencies but conditions existing at that time made it an unsatisfactory arrangement, according to Mr. Collier, and the plan was abandoned. Under the arrangements just negotiated, agencies which represent the Collier companies will receive the usual agency commissions.

#### Joins St. Louis Agency

Oliver A. Life, until recently advertising manager for the Emerson Electric Mfg. Co., St. Louis, has joined the staff of the Lyle T. Johnson Co., advertising agency of that city as account executive.

#### Appointed by Canadian Utility

D. E. Bankart is now in charge of the publicity and advertising departments of the Northern Electric Company, Ltd., Montreal.

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# How Copeland Bill Extends Business Opportunity

Proceeding on the principle that adequate protection of the consumer will inevitably enlarge the field for any reputable advertiser, Mr. Hoge here makes a strong presentation in behalf of the new Copeland Bill. His remarks, delivered before the Proprietary Association in White Sulphur Springs last week, constituted a report of his activities as general counsel for the Association—during the course of which he was closely associated with pending food, drugs and cosmetic legislation. His description of S. 5 as passed by the Senate and now before the House—made in non-technical language, understandable to the layman—gives an unusually clear picture of what the new bill really is, what it stands for and how it can be utilized for the advancement of the interests of honest business.

By James F. Hoge

Of the New York Bar

THE Senate's passage of the Copeland Bill on May 28 signified the consummation of a long struggle for improved food and drug legislation.

It began in June, 1933, with the introduction of S. 1944, the Tugwell Bill. That, perhaps, was as fantastic a piece of legislation as has been proposed on a national scale, affecting such vast interests as those of foods, drugs, cosmetics, publishers, and related businesses. It followed the pattern of legislation recently annulled by the Supreme Court. In January, 1934, it was revised as S. 2000; later as S. 2800; then S. 2800, Calendar No. 520, and this year as S. 5.

This Association recognized that improved food and drug legislation was required in the interest of the public and in the interest of legitimate industry. It took the position that manufacturers and distributors of drugs and medicinal preparations, indicated as they are for vital human needs, and affecting the public health, must assume the burden of using extraordinary care in maintaining high standards of quality and in determining the truth of claims made for their products.

The views of the Proprietary Association in these respects were publicly stated and its position on specific provisions for improved food and drug legislation took the form of endorsement of a bill introduced in the House of Representatives by Congressman Mead. The fact that the Association endorsed the Mead Bill did not imply that it was opposed to S. 5. It had objections to S. 5. But, its objections were to form and specific provisions, rather than to improved legislation and to the purposes of S. 5 in that respect.

Following debate in the Senate and further consideration by the Commerce Committee, S. 5 was revised to conform to the pattern of constitutional legislation. In that form it passed the Senate and stands before the House as a fair and reasonable bill which will serve well the public interest and command the respect of that part of industry which recognizes its interest and the public's as mutually existent.

Therein is a clue to considerable of the previous difficulty. Among the proponents, some have failed to realize that legislation to be of ultimate service to the pub-

lic must be fair and practical in its application to industry. Among the opponents, some have failed to realize that effective protection of the public will enlarge the field of reputable business.

An unfortunate phase of the movement for new legislation has been the emotional and sentimental aspects, prejudicial attitudes, isolated instances of abuses enlarged out of all proportion, and objections not quite consistent with those declared.

#### Unscrupulous Competition Is Greatest Threat

Greater than those, however, in its threat to the security and prosperity of this industry is unscrupulous competition. The fraud, the faker and the parasite must go—not only for the good of the consumer, but for the good of the producer. The economic place of this industry is not as expansive as an advertising man's imagination. There is no justification in economics, less in morals, and soon none in law, for the sale of unnecessary goods through claims of efficacy beyond the real powers of a product, or through claims of uses for which the product is not fitted.

Now, the Copeland Bill does not meet all our ideas with respect to food and drug legislation. In the first place, we preferred amendment of the existing law. The Mead Bill took that form. We preferred that advertising control remain with the Federal Trade Commission and that the Commission's powers be enlarged. Our preference in that respect was emphasized by our objection to criminal prosecution, authorized by the Copeland Bill, for all alleged violations of the bill's broad advertising provisions.

However, as it passed the Senate, the Copeland Bill was amended to overcome our principal objections. As long as it remains in its present form, the Association cannot oppose it and hold its affirmative position for effective legislation.

Before passage, the bill was corrected in numerous of its objectionable definitive provisions, as,

for instance, devices were given a separate definition instead of being included in the definition of "drug"; the variation clause of the existing law was preserved; advertising was taken out of the category of adulteration; the claims for drugs may be "supported" instead of "sustained" by opinion; scientific, as well as medical, opinion may be adduced to support claims; warnings may not be prescribed in manner and form by the Secretary; antiseptics must meet a factual standard rather than one prescribed by the Secretary; and factory inspection does not carry with it formula disclosure and injunction against shipment upon refusal to comply with the inspectors' demands.

The reasonableness of the measure, however, arises principally out of its having been amended to restrict the power to expand the law by regulations, to limit seizures, and to avoid promiscuous criminal prosecutions for advertising offenses. They were the grievous aspects of the measure.

The power to extend the law by regulations has now been restricted to administration chiefly or else confined to technical fields in which boundaries have been prescribed by the bill itself.

#### Seizure No Longer Unlimited

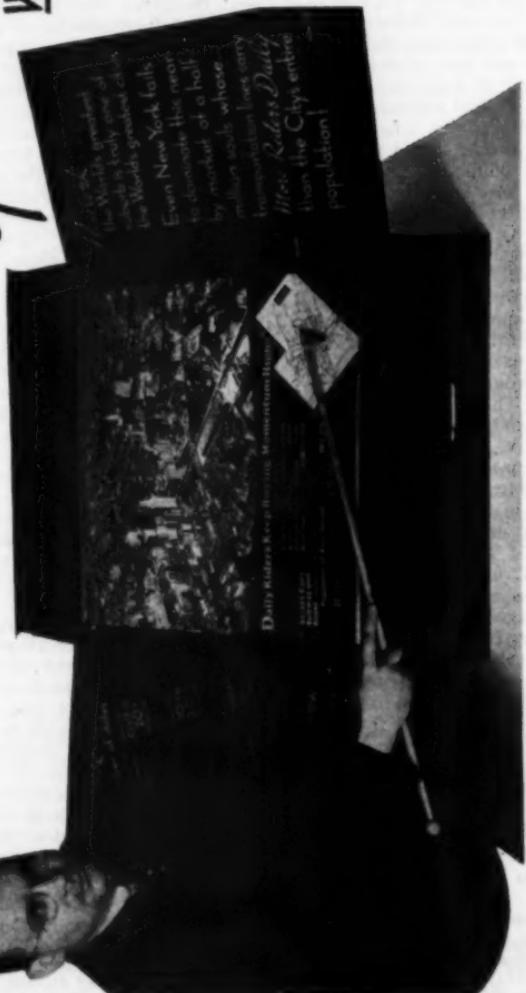
The power to seize is no longer unlimited or committed to station chiefs and department employees to exercise without process. All seizures now will be on process pursuant to libel. Multiple seizures may be made in cases of alleged adulteration. In cases of alleged misbranding, however, seizures are limited to a single seizure unless the misbranding is such as to render the article imminently dangerous to health or unless the misbranding has been the subject of a prior judgment in favor of the Government.

Where one seizure is made the action may be removed to the manufacturer's residence for trial. Where multiple seizures are made the actions may be consolidated and tried in the manufacturer's residence. The bill in an earlier

8, 1935

# You APPROPRIATE— WHAT

## DOES YOUR APPROPRIATION PURCHASE?



**SEE this nation-wide,  
analytical study of markets,  
outlets, consumers, buying-  
power, MEDIUMS, costs  
and COMPARATIVE  
EFFECTIVENESS—**

**Dramatic! Informative!**  
**For floor show in your  
own office, call Wisconsin  
7-2000 . . . . .**

**STREET RAILWAYS ADVERTISING CO.**  
**220 W. 42 Street, New York**

dition would have required the manufacturer to defend the actions anywhere they were instituted in the United States, no matter how many actions were instituted and no matter how far from the manufacturer's residence.

The inclusion of a provision for civil action in false advertising cases is also important. The bill had been highly objectionable in its provision for criminal prosecution in all cases of alleged false advertisement. Under the broad definitions of the bill innumerable issues of fact and differences of opinion will arise between the administrator and the advertiser. It was not fair to empower the administrator to haul reputable people into criminal courts whenever he and the advertiser could not agree on facts or opinions.

The bill now provides for civil suit to collect a civil penalty in cases in which the alleged violation does not involve imminent danger to health or gross deception and is established by opinion evidence. Criminal prosecution still applies to wilful violations and to factual violations which involve imminent danger to health or gross deception. This change makes the bill fairer, and, because it is fairer, more effective. It renders unnecessary any provision for reviewing the administrator's decision preliminary to his proceeding and thus avoids the delay and confusion which would accompany such review. And, in time, promiscuous criminal prosecution would not have been agreeable to the courts.

With the improvements in its application to industry, the bill still affords new and extended consumer protection in the following, among other, particulars:

It applies to cosmetics and remedial devices, neither of which has been subject to the present law; the advertising of foods, drugs, devices, and cosmetics is subjected to legal supervision corresponding

to that applied to labeling; factory inspection is authorized; affirmative (as distinguished from solely negative) labeling is required; the establishment of certain standards for foods, as well as for drugs and cosmetics, is authorized; the necessity of proving fraudulent intent is removed and it is now sufficient for conviction to show merely falsity or deception; claims of therapeutic effect for drugs and devices must be supported by scientific facts or medical or scientific opinion; deceptive containers are prohibited; advertisement of drugs or devices as having any therapeutic effect in the treatment of certain serious and incurable diseases is prohibited; penalties for violation of the law have been substantially increased; injunction proceedings are authorized against the shipment of adulterated or misbranded foods, drugs, devices and cosmetics, and the dissemination of false advertisements respecting them.

There are many other respects in which the public will receive greater protection than now. As it receives it, legitimate industry, in turn, will receive protection against unscrupulous competition. In a word, the standards and prohibitions now have been largely stated in the bill itself and ready access to the courts has been preserved for both industry and the administrator. As it stands, the bill is fair at the same time it is effective. In the long run, only that kind of legislation will serve the public interest.

To that end, the legislation should be defended by all advocates of effective consumer protection. That means it should be defended against the theorists and professional reformers as well as against industrial chiselers. Industry will be ill-advised to oppose its passage or to attempt its emasculation. On the other hand, it will be well-advised to oppose any effort inspired by privilege or prejudice.



#### Gets Raybestos-Manhattan

Raybestos-Manhattan, Inc., Bridgeport, Conn., manufacturer of brake linings, has appointed the Wales Advertising Company, Inc., New York, to handle its national advertising.

#### Dayton Papers Appoint Doyle

J. J. Doyle has been appointed national advertising manager of the Dayton, Ohio, *Journal and Herald*. He has been with papers in St. Louis and Boston in similar capacities.

# Progress is Pleasing -

The energetic young men who manage the advertising department of the New York Mirror are entitled to congratulations from other workers in their field, and from all connected with The Mirror.

They want their friends to know that, during the month of May, just past, retail advertising in the New York Mirror made a gain of 109,384 lines, compared with May, 1934.

This was the second largest gain in retail advertising made by ANY New York City newspaper, exceeded only by our super-energetic young friend, Captain Patterson, who really ought to know *that enough is enough*.

Also, the young geniuses of the New York Mirror's advertising department wish it known that there is none of the "Single Speech Hamilton" about them. What they can do one month, they can do in the next. For that reason, May just past was *the 18th consecutive month* in which the retail advertisers of New York City increased their lineage in The Mirror.

A newspaper does various things of importance. It supplies the public with information on which to base opinions and take political or other action. It supplies them with entertainment. Life is dull at best, and the Angel Gabriel probably looks down kindly upon the efforts devoted to "comic strips" and exciting pictures.

A newspaper, reaching many, with useful information about merchandise, that is to say, about advertisers, enables the public to spend its money profitably, assists merchants in their task of selling more merchandise, which means *giving more employment*.

The young advertising genius who supplies this information of advertising increase, wishes it known that *"retail advertisers are making business better for The Mirror because Mirror readers are making business better for the advertisers."*

The fundamental fact is that business success demands two things: first, that merchants have what the people want; second, that they let the people know where it can be found.

Those that advertise in the New York Mirror, in the opinion of the undersigned, display sound judgment, because The Mirror has the second largest morning circulation in New York City and the third largest morning circulation in the United States, and will presently have a circulation much greater.

(Signed)

**ARTHUR BRISBANE**

# Copeland Bill to Pass

*Printers' Ink Bureau,  
Washington, D. C.*

**D**ESPITE many reports to the contrary, it now seems reasonably certain that the Copeland Food, Drugs and Cosmetic Bill (S. 5) will be passed by the House within a short time.

The reported militant opposition to the measure at that end of the Capitol is really opposition to the Department of Agriculture. But since it seems now that Secretary Wallace, functioning through Di-

rector Campbell, will not have an opportunity under the bill to become a czar over three great industries—in case he should wish to do so—sentiment in the House has swung largely to an estimate of the bill on its merits.

There is a great press of business before the House committee that is considering the bill but since there is little or no opposition to S. 5, the members think they can work it in successfully between more controversial measures.

## "American Perfumer" Now Robbins Publication

The *American Perfumer* is now affiliated with the Robbins Publications, New York. M. C. Robbins is president and treasurer of the company, J. H. Moore, vice-president and general manager, L. S. Levy, vice-president, and F. C. Kendall, secretary.

The Robbins Publications now include *Advertising Arts*, *Advertising & Selling*, *American Perfumer*, *American Printer*, *Gas Age-Record*, *Industrial Gas and Gas Appliance Merchandising*.

Mr. Levy is former publisher of the *American Perfumer* and with its staff will continue with the organization.

## Heads "Advertise Georgia" Committee

Hubert F. Lee, editor of *Dixie Business*, Atlanta, has been appointed chairman of the All Georgia Committee which is being organized to direct a co-operative advertising campaign to sell Georgia to Georgians. A fund also will be raised to advertise the industrial and agricultural advantages of the State nationally.

## New Accounts with Klein

The American Store Equipment Corporation, New York, which plans, builds and finances the modernizing of retail stores, has appointed Philip Klein, Inc., Philadelphia agency, as advertising counsel. Other new accounts with this agency are the Whitemarsh Memorial Park, Philadelphia Ampoule Laboratories, and the Cities Finance Plan.

## Has Spirella Account

The Spirella Company, Niagara Falls, N. Y., manufacturer of foundation garments, has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising counsel.

## Another Section of 4 A Newspaper Study Ready

Section A of the fourth volume of *Market and Newspaper Statistics* has been released by the American Association of Advertising Agencies. In form similar to preceding volumes, it contains data on thirty-one cities in the United States and Canada over 100,000 population for which A. B. C. Audit Reports were issued for periods ended September 30, 1934. Cities having Audit Reports for periods ending December 31, 1934, March 31, 1935, and June 30, 1935, will be included in Sections B, C and D, which will be issued as soon as possible after release of Audit Reports.

## Engel-Van Wiseman Adds Publication

Engel-Van Wiseman, Inc., New York, will add a new publication to its group on June 20 with the appearance of *Fashion Parade*. Containing an advance digest and guide of fashion from Hollywood, it will be similar to others in the group and will be sold in chain stores and on newsstands.

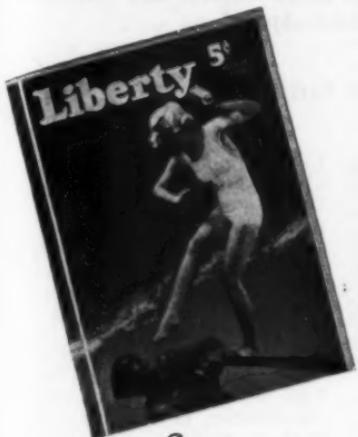
## Busser Leaves B. B. D. & O.

Starling H. Busser has resigned from Batten, Barton, Durstine & Osborn, Inc., New York, and will spend the summer on a cattle ranch in Wyoming. He will engage in business again in the fall. Mr. Busser started in agency work in 1902 with the agency then known as George Batten & Company.

## Claude M. Bolser Resigns

Claude M. Bolser has resigned as advertising manager of Henry Heide, Inc., New York, confectionery manufacturer. M. Abercrombie, sales manager, will supervise the company's advertising activities.

Announcing...



# NEW PAPER STOCK

Starting with the issue of July 27th *Liberty* will use a heavier, whiter, improved surface paper stock for black and white and rotogravure printing in the U. S. Edition.

## NO INCREASE IN ADVERTISING RATES AT THIS TIME

Advertisers gave *Liberty* a 33.6% gain in 1934 . . . the highest percent of revenue gain in the major magazine field.

. . . and the first six months of 1935 closed with a further increase.

Increasing its advertising revenue rank over 6 major magazines through the tough, sales-testing days of depression is most significant.

THE GAINS ARE BEING PLOWED BACK

# LIBERTY

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · TORONTO

# Catalog Ideas

Simple Plus Devices That Add Extra Interest and Give Books Greater Sales Appeal

By Don Gridley

FREQUENTLY the success of a catalog will be greatly augmented by some unusual plus feature which makes the particular catalog stand out as individual and unusual. The plus feature may be a page of material not ordinarily found in this type of literature. It may be some unusual type of layout, or different or wiser use of color.

Seldom is it spectacular. A catalog builder who strives incessantly for the spectacular generally defeats himself. One brass band may make sweet music. A couple of dozen brass bands merely make a lot of unpleasant noise.

Recently to my desk came what might be called a miscellaneous group of catalogs ranging all the way from the work of fishing tackle and tack manufacturers to that of makers of heavy industrial goods. The value of plus features, therefore, was emphasized as one glanced through these catalogs.

It was significant that no type of manufacturer had a monopoly of pluses. It was also significant that merely because one fishing tackle manufacturer had an unusually successful catalog this did not mean that all the other manufacturers in that same class were equally successful.

Also, it was interesting to note that most of the plus ideas could have been adapted to the catalogs of almost any of the manufacturers represented.

These points will be made more clear as we analyze some of the features that made a few of the catalogs stand out.

\* \* \*

A Scovill Flush Valve catalog carried a page headed "What This

Catalog Contains." This page gave a brief, bird's-eye view of the contents and told the reader how to get the most out of the catalog in the shortest time. It explained how a scheme had been developed so that certain material appeared on left-hand pages and certain material on right-hand pages. It then described the accessory section.

This led me to examine the catalogs with the idea of studying classification of contents. Almost without exception, the material was well arranged in the catalogs themselves but in many of the books there was a vital lack of some form of index or explanation to enable the reader to get the most out of the contents.

A small Cooper, Wells & Company catalog had an excellent classified index in which the material was divided into eight different classifications. In this particular catalog it happens that, with the single exception of the classification of "Advertising and Display Material," the index followed straight along from page two to page forty-five. This would have tempted the average manufacturer to put in a straight index without attempting to classify it.

The Cooper, Wells catalog had its value added to greatly, however, by the fact that the company in the index had split the contents into various sections. Any hosiery buyer could get a quick and helpful picture from a study of the contents. The value of this type of index in making the catalog a frequently used reference book is obvious.

\* \* \*

In a surprisingly large number of catalogs the inside front and back covers were allowed to be so

much waste space. In some cases where these pages were employed for a message, the message turned out to be an afterthought. In looking at them one could almost hear the advertising manager say, "Now I've got to fill those two pages because they won't look right if I leave them blank. Therefore I'd better dig up a picture of the factory or some tripe about the quality of our products."

That a picture of the factory, however, can be of value was shown by a catalog of the Ferro Enamel Corporation of Cleveland. The inside front cover did carry a picture which was labeled "The Home of Ferro Enamel," but it was an artistically done poster style drawing of the factory at night and not one of the hard-boiled, bird's-eye views that gives a 200 x 300-foot factory the appearance of covering a couple of square miles of territory.

Another excellent use of the inside front cover was found in the South Bend Fishing Tackle Trade Catalog No. C-85. This had a full-color picture of representative products in the line laid against a lightly tinted background showing a fisherman deeply immersed in his favorite sport. The inside back cover of the same catalog featured part of one of the company's consumer advertisements and below was a message to the company's

jobbers and dealers telling them how they could cash in on this advertising.

\* \* \*

The Ferro Enamel catalog had two other interesting devices. One of these was the use of linoleum block illustrated pages to introduce each section. Each of these pages was in two colors and they served admirably to set off the various sections of the contents.

Also in this catalog was found a page of pictures showing various members of the service organization and two views of the company's service laboratory. The copy on this page, was headed, "An Added Feature of Ferro Enamels" and then followed up with a brief but convincing description of the place that the service department plays in the company's business.

An unusual device that might at first seem to be out of place in any type of catalog showed how a little bit of imagination served to brighten sales literature. In the Nunn-Bush Stock Styles catalog for the spring and summer of 1935 the first page reproduced a lovely color photograph of Cameron Falls, Waterton Lakes National Park. The copy under this picture reads:

"Everyone who can afford to do so should visit out National Parks," said President Roosevelt.

"And every Nunn-Bush mer-



Two catalogs that show interesting and effective use of page margins



Pictorial treatment adds interest to regular pages and makes effective end papers

chant should keep up his sales volume and keep down his stock by sending us his size-up orders daily or not less often than once each week. With three strategically located stock departments, Nunn-Bush is within twenty-four hours of 85 per cent of the shoe merchants in the United States."

On each spread (with a single exception) throughout the catalog a color photograph of some scene from a National Park was used as a background for the shoes.

This unusual idea serves two purposes. In the first place, without detracting at all from the display of the shoes by creating a secondary interest factor, these pictures liven up the pages and give them added interest.

In the second place, this use of the pictures on each spread reminds the dealer of the message emphasized on the opening page.

\* \* \*

Most catalogs today use at least a second color and many of them use a third or fourth. It is surprising, however, how often there is no particularly logical use for the color beyond that of embellishment. This is not true, however, of a catalog of Hele-Shaw pumps, motors and transmissions issued by the American Engineering Co.

In this catalog the second color

is blue. The company has made the usual use of the color in decorative bands, but the main reason why the color seems so "right" is the fact that on a number of pages the blueprint idea is employed. Thus on the pages showing the operation of the Hele-Shaw pumps each figure is a mechanical drawing as it would be found reproduced on a blueprint.

\* \* \*

One of the most neglected parts of the catalog page is the margin. To be sure a good, clean, white margin of generous proportions is often inferior to a badly botched area full of extraneous matter. When the margin is wisely used, however, it gives plus value.

There are several such examples to be found among recent catalogs. There is, for instance, the 1935 catalog of Hartmann Travel Goods. It is necessary in this book to show line drawings of various types of trunks in the different lines offered. This is effectively done by the use of a color margin along the tops of the pages. Here the types are shown in simple line drawings against the color.

Thus two purposes are served. The color decorates the page and is an admirable background for the necessary diagrammatic material.

In a catalog of the Republic

Steel Corporation for its tacks, another use is made of the margin. Here the side margins are printed in blue about an inch deep. Next to the blue band is a four-line black band. Inserted in this black band so that they overlap both into the blue and into the white area of the main part of the page are inch diameter circles in the middle of which appear simple line drawings of the various types of tacks. Thus the margin acts as a decoration, but it also becomes a background for the circular pictures which, in turn, tie the margin in with the copy page.

The Railley Corporation, manufacturer of "Pin-It-Up" lamps, makes an excellent use of the first page margin to tie up with the cover. The front cover of this company's catalog is an inch narrower than the first page. Down the outside margin of the first page is an inch wide red band against which four of the company's lamps are pictured. Thus this margin is not only a powerful addition to page one, but also as a part of the cover.

Incidentally, this effect is carried out still further by a die-cut hole in the cover through which shows another lamp against a red background.

This cutout effect is an example of some of the mechanical possibilities in catalog building where die-cutting can be used. The Pittsburgh Steel Company in its book "The New Style in Lawns" makes another unusual use of die-cutting on an inside page.

On page ten is a picture of a house with a simple undecorated lawn. A similar picture of another type of house is found on page thirteen. Pages eleven and twelve—in other words the front and back of a sheet inserted between pages ten and thirteen—are die-cut with pictures of lawns with decorated fences. When this center sheet is folded over on either ten or thirteen, the lawn illustration gives an "after" effect for a "before and after" picture. Thus the prospect looking through this book can see what a well-designed fence and a little lawn decoration will do to add beauty and interest to his home.



## STRAIGHT DEAL

There is no fairer, sounder transaction in advertising than the buying of space in *Punch*. You buy a guaranteed circulation certified by the Audit Bureau of Circulations. You buy a circulation that is maintained solely because readers want, and read, and trust *Punch* for its own sake. No coupon-schemes, no competitions, no free gifts swell artificially its stated sales. You buy at rates that are never "cut," on exactly the same terms as every other *Punch* advertiser. And you buy a selling force that has been proved time and again to be undoubtedly worth every penny of its cost. Use *Punch* more!

## FOR SHEER VALUE-USE PUNCH

MARION JEAN LYON : ADVERTISEMENT  
MANAGER : PUNCH : 10 BOUVERIE ST.,  
LONDON, E.C.4, ENGLAND : MEMBER  
OF AUDIT BUREAU OF CIRCULATIONS

# P. I. Advertising Index

Magazine Linage for May Shows Gain over Corresponding Month in 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR May, 1935, the magazine index is 81.8, which is a gain of 1.1 per cent over April, when the index was 80.9.

This represents the increase in the May magazine linage from April after the usual corrections for five issues of weeklies and for seasonal variation. Before correction was made for seasonal change, the May linage was 9.8 per cent below April. Magazine linage for May usually shows a decrease from April, but after the figures for

both months were adjusted for the normal seasonal fluctuations the May index was slightly higher than April. This means that the decline in the May linage was somewhat less than usual seasonal drop-off.

The May index also shows that magazine advertising is 2.8 per cent over May, 1934. This increase is smaller than the rise of 5.6 per cent for April as compared with the same month a year ago. The magazine chart appears on the opposite page.

## Organize an A. N. A. in Argentine

Advertising executives in Buenos Aires, taking a pattern somewhat along the lines of the Association of National Advertisers in the United States and similar associations in Canada, Great Britain, Australia and other countries, have organized the Asociacion de Jefes de Propaganda, with headquarters at Sarmiento 348. Its purpose will be to sponsor conferences, to stimulate interchange of ideas, and to work for the betterment of advertising.

E. Pellicer, president, in a letter to PRINTERS' INK, invites advertisers in the United States to call upon the new association for any assistance it can render with respect to information on advertising practices in his country. He is associated with Noel y Cia, Ltda.

F. Boxaca, Cia. Hispano Americana de Electricidad, is secretary, and Ing. F. Diaz-Ossa, United River Plate Telephone Company, Ltd., is treasurer of the organization.

Directors are Walter McGrath, Frigorifico Swift, Miguel F. Garcia Calle, and Alfredo R. Baldez, Toddy Company.

## Heads Milprint on Pacific Coast

Stan Coumbe has been placed in charge of the Pacific Coast division of the Milprint Products Corporation, Milwaukee, designer and manufacturer of merchandising packages, which has recently established a plant at 7012 McKinley Avenue, Los Angeles.

## Gilson Gray Joins Columbia Broadcasting System

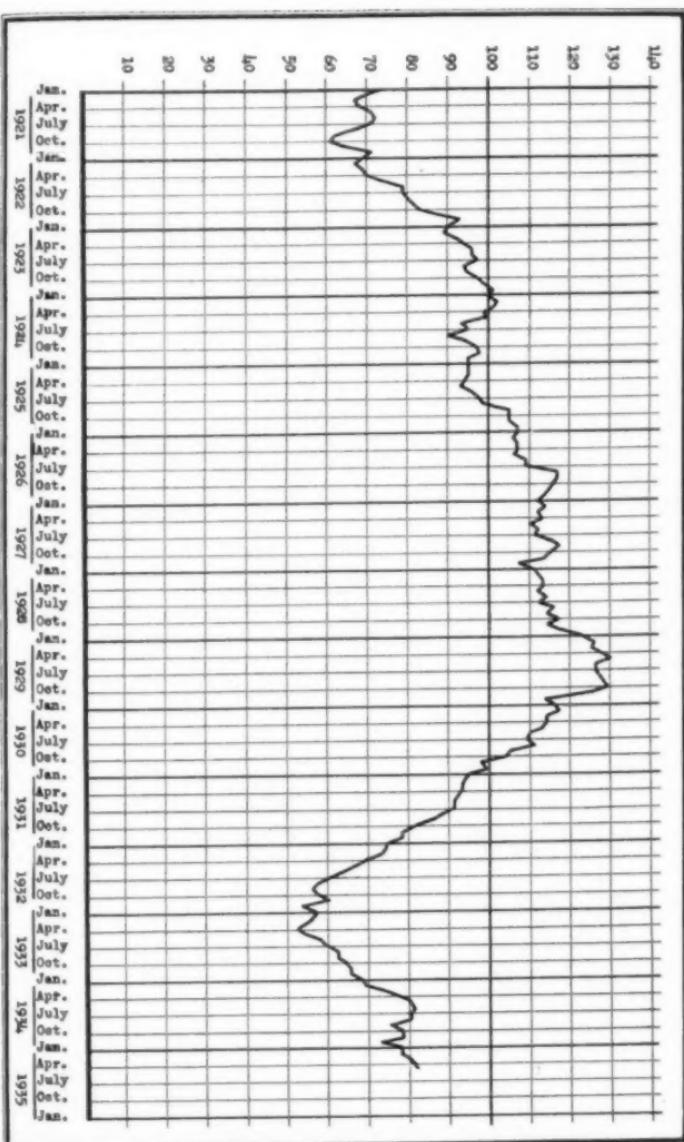
Gilson Gray has resigned as manager of the radio department of the D'Arcy Advertising Company, St. Louis, to accept appointment as director of the commercial acceptance department of the Columbia Broadcasting Company, New York. In this position he will serve as chief commercial editor and be directly responsible for the administration of advertising policies.

He was first employed with the editorial department of the New York *Herald Tribune* and the New York *Times*. Later Mr. Gray was associated with Batten, Barton, Durstine & Osborn.

Assisting Mr. Gray in the work of commercial editing will be Howard Taylor, who has been CBS editor, and Nancy Lee, who has been in both the theater and network fields and for two years was a member of the New Mexico State Legislature.

## New Mexican Appetizer

The Tostadas Company, Dallas, Tex., is introducing Tostadas, a Mexican corn chip, into this country. It will be introduced to the New York market this month through newspapers and radio, including demonstrators, and in Chicago next month. Seggerman Nixon Corporation is the New York distributor and Luman R. Wing & Company, the Chicago distributors. The advertising account is being handled by W. I. Tracy, Inc.



# Best Defense of Advertising Is Better Copy

(Continued from page 10)

*evolving, growing, reiterating itself in interesting new interpretations all directed toward the self-interest of the consumer.*

To illustrate, let me cite the great experiment in corrective dentistry conducted at Mooseheart, Illinois, by scientists from the staff of an institute associated with the University of Chicago in co-operation with the Chicago Dental Society, and financed by the growers of Sunkist.

This entire effort, involving daily experiments with 351 children over a period of two years, uncovered significant facts about the relation of citrus fruits to tooth decay.

And out of the revelation that a daily amount of orange and lemon juice reduced tooth decay by 57 per cent and gum troubles by 83 per cent came new material for Sunkist advertising that gave new velocity to Sunkist sales.

Salesmanship-in-print builds businesses. "Film on Teeth" awakened millions to prophylactic care, resulting in the biggest tooth paste business in the world. The story of the "Twentieth Century" put a thrill into a train ride to New York that one gets on no other train. "Do as Your Dentist Does" brought tooth powder from obscurity to an important position in the dentifrice industry almost overnight.

But we must remember ever, above all, that salesmanship-in-print achieves success only for products worthy of consumption—products whose merits deserve and win repeat sales. For only in repeat sales, as we all know, can any advertising "Keep everlasting at it." It is only through this sense of merit, in the product he is sponsoring, that the advertising writer can find inspiration for expression of confidence in copy, without which salesmanship-in-print fails.

Were we to search the annals of American business, the examples I have cited could be duplicated time and again. I would remind you that in each case, advertising—pure salesmanship-in-print—carried a major share of the burden. In each of these cases, salesmanship-in-print added substantially to the assets of those who applied it intelligently and consistently.

Moreover, we cannot escape the observation that the amount of money spent has nothing to do with this yardstick of advertising. The principles we are dealing with are the same. Back them with one dollar or a million.

## The Essence of Salesmanship-in-Print

Be a big advertiser or a little advertiser. Salesmanship-in-print is not a quantitative measurement. Amount of expenditure is a multiplying factor only.

And now, what is the essence of salesmanship-in-print? Is it purely a matter of instinct, or is it a near science open to inquiry?

There is some of both in it. But this much we can rationalize. Here are the minimums, which years of experience in putting salesmanship into print have taught us to observe.

First, there must be an idea, a central idea. It must be such an idea that when lifted to the top instantly arrests the *self-interest* of the reader. Oftentimes the idea which intrigues the advertiser most intrigues the consumer least. It must, if I may borrow the phrase, be an idea that answers instantly the question in every consumer's mind, "What Does It Mean to Me?"

Sometimes a so-called big idea in advertising comes from the advertiser himself. Sometimes from his advertising agent. But more

frequently from a wholesome mental matching of the two.

Sometimes it rests in fact already known. All the ideas about the washing machine that Kennedy needed were already known when he went onto the job. His genius came in giving them interpretation.

More often, ideas come from scratching for some new discovery about the product. Research in various fields is resulting in discoveries of amazing commercial importance. And the proper interpretation and presentation of these scientific findings is taking first place in the thoughts of manufacturers.

Sometimes the idea is not in the facts at hand. Sometimes no amount of research about the product itself reveals the key to success. Sometimes the job of salesmanship-in-print is to add an idea to the product and thereby lift it out of the common level.

No amount of fact about the Plymouth car could measure up to the value of the idea that, first of all, it had to get general public acceptance in the low-priced field.

But wherever it has come from, the common sense of advertising proves that the most productive salesmanship-in-print is born of an "idea" developed in unity between advertising agent and client.

And, of course, the advertising agents' contribution must spring from a thorough knowledge on his part of the manufacturing, merchandising and distributing problems of his client.

No great advertising can come from any agency not intimately in contact with the advertiser's policies, selling plans and distribution to which, in fact, he should make valuable contribution.

I touch thus briefly on this important function of agency service because I do not wish to be diverted by lengthy discussion of any of the other major phases of advertising from the theme to which this paper is dedicated—copy.

And because it is here apropos, let me stress one major thing I have learned through almost forty years of continuous experience in agency service: Leadership and in-

**DON'T GIVE**

**ELECTROTYPE TRANS-**

**CONTINENTAL TICKETS!**

● Why pay cross-country rates for shipping electrotypes when, under our method of "localized" national distribution, we can ship from each of our star locations and make big savings for you?

★ NEW YORK ★ DETROIT  
★ CHICAGO ★ INDIANAPOLIS  
★ SAN FRANCISCO

On a national schedule of 450 papers you save \$203 on a full page—corresponding savings on smaller sizes—solely in transportation costs.

Send us your schedule. Let us figure "localized" manufacturing and transportation costs. The figures will be an agreeable surprise to you. See our new book, "New Economies... New Speed." Write or telephone . . .

★ ★ ★ ★

**REILLY ELECTROTYPE COMPANY**  
216 East 45th Street, New York

**FINE SCREEN MAT CORPORATION**  
228 East 45th Street, New York

**MICHIGAN ELECTRO. & STEREO. CO.**  
95 West Hancock Ave., Detroit

**ADVANCE-INDEPENDENT ELECTRO. CO.**  
730 E. Washington St., Indianapolis

**LAKE SHORE ELECTROTYPE CO.**  
418 South Market St., Chicago

**AMERICAN ELECTROTYPE CO., INC.**  
333 Fremont St., San Francisco

*Divisions of the Electrographic Corporation*

spiration must come from the advertiser for no advertising agent can bring success to a client who does not possess the elements of success without him.

Second, having the central idea, it must be given news; it must be given enticement—drama.

To advertise to the millions, this is a factor of major importance.

Finding which news appeals to the millions and which appeals only to the thousands is, in advertising, the same instinct that guides editors of great metropolitan newspapers to *give the public* what the public, in groups of millions, wants to read.

It marks the difference between newspapers of failing circulation and the great leaders.

It marks the difference between advertising that merely "pays" and advertising that galvanizes public action, that conquers great markets and holds them by planting desire in the hearts of millions—and *functions at amazingly less advertising cost*.

#### Importance of Conviction and Sincerity

Third: Having the central idea, having given it news, the presentation must be clothed with deep-felt conviction and sincerity. Only merchandise of merit sold at the right price, can warrant repeat sales, without which advertising fails—for no product can live on "one time" business. The expense of making the first sale is too great. The profit must come because the consumer is satisfied and buys and buys again. Granting, then, that only articles of merit—articles that deserve confidence—can be successfully advertised through the years, the copy must impart that confidence with sincerity and simplicity.

But even a central idea, sincerely yet dramatically presented with news value, is not enough. Salesmanship-in-print calls for still more. You may have the idea. You may give it news and drama. But you still may not realize all the fruits of successful advertising until you apply the final commandment of "salesmanship-in-print"—**MAKE IT SING.**

What do I mean by **MAKE IT SING?** Simply this: Make the meaning of your advertisement compact—wrap up its idea, its news, its drama into a dynamic whole capable of lightning impact.

Advertising confronts the same problems as all who would mold public opinion. And I believe that the central idea of any campaign can be ever so much more potent when expressed with cadence.

I am not talking about mere slogans as such. Misconceived and innocuous slogans have a habit of finally working completely away from the thing they are supposed to advertise.

"Look at All Three," "The Skin You Love to Touch," "Film on Teeth," "Keep That Schoolgirl Complexion," "Body Odor," "The Magic Brain" of R. C. A., "Your Best Friend Won't Tell You," "Do as Your Dentist Does," "Reach for a Lucky Instead of a Sweet," "1 Cent's Worth of Quaker Oats Equals 3 Cakes of Fresh Yeast," "Get a Lift with a Camel," "The Car That Has Everything" are more than slogans. They are imprints deeply carved in the public's mind—they are the advertisers' "REASONS WHY" set to song in such a manner as to leave an indelible summary of his claims.

Months—years after the advertisements themselves are forgotten—these symbols of an advertiser's promise linger on to exert their influence.

It takes salesmanship-in-print to weld every element of an advertisement—its idea, its news, its drama into a consummate whole and then to make it sing.

I do not propose to enter into a detailed discussion of collateral phases of advertising, such as free deals, premiums, contests, etc. There comes a time in many a business when such auxiliaries can be used to great advantage, but they are to advertising and distribution what narcotics are to medicine. Remember, if we give away \$50,000—in one campaign—a competitor may raise us to \$100,000 and then we must double the ante.

If premiums are permanently used to sell our wares, finally we

must reduce the quality of our goods or the quantity of our salesmanship.

If our copy is to be crowded with extraneous offers, we finally divert attention from our "Reasons Why."

And yet judiciously and sparingly used at the right time, extraneous inducements serve a definite purpose. If they become a habit, they spell destruction.

But the only certain insurance to sustained existence lies in having a product for sale that deserves the buyer's preference and then telling him about it year in and year out in such a way that he buys because he feels a need, not because he is bribed.

Advertising came into its own, became a part of our wider social life, and, if we may claim it, almost a science, from the moment it was defined as salesmanship-in-print. The advertising of today must be salesmanship-in-print. The future of advertising depends on the successful development and application of the principles of salesmanship-in-print.

Let us not be diverted from the great fundamental truth which is the base on which the entire structure of advertising practice rests. No more than the physicist would attempt to depart from the law of gravity should advertising depart in copy from the principles of salesmanship-in-print.

The temptation to depart from these basic elements is constant and unremitting. All of us tire of our own work from constant association long before even the public perchance is conscious of the message we are sending.

It takes vision to dedicate oneself to underlying principles. It takes patience to strive for constant refinement of these principles. It takes courage painstakingly to stick to an idea.

I accepted the invitation to speak to you that I might plead with you, my fellows in advertising, to have the vision, the patience, the courage in face of stress and change to abide ever by the fundamental concept of advertising copy, through which alone advertising practice will endure.

## RAINING

Steady rains have soaked the entire Northwest, bringing the best agricultural prospects in five years. Income will top last year fifty per cent—all new money in the pocket, not turnover. The gross will run close to a billion.

## THE MINNEAPOLIS JOURNAL

### CUB NO DUB, says Rookie!

This cub asks for a starting chance in an agency. He will fetch and carry; bring the water to the elephants; do his job of work without getting under your feet. He will work for a "good" outfit for little or - - almost nothing. He has written, published and paid for this advertisement because he believes the way to advertise is to advertise, "This cub is no dub!"

In place of the coupon which was supposed to be printed here, this advertisement appears only as a matter of record; as an advance proof sent to a list of agents secured 6 inquiries to date and . . .

P. S.—He got the job!

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
John Irving Rowell, Editor and President  
1908-1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

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C. B. LARRABEE, Managing Editor  
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ARTHUR H. LITTLE, Associate Editor  
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H. W. MARKS, Mgr. Readers' Service

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London, 30 and 31 Great Queen Street, W. C. 2; McDonough Russell.

ADVERTISING OFFICES  
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St. Louis, 915 Olive Street; A. D. McKinney, Manager.  
Pacific Coast: M. C. Mogensen, Manager, San Francisco, Los Angeles, Seattle, Portland.  
Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, JUNE 13, 1935

**Defending Advertising** Albert D. Lasker, so the story goes, was expected to make at the A. F. A. convention in Chicago what the politicians would call a clarion utterance, defending advertising against all comers and lashing out right merrily at its critics.

This done, and the fireworks set off, the advertising men and women could leap out of the trenches and be not a bit ladylike in convincing scoffers and skeptics that advertising, despite all accusations to the contrary, is really an economic force capable of doing some good in the world.

But Mr. Lasker could not see it that way. While not underestimating the attacks made by the professors in Washington and by others who should know better, he failed to see just how and why advertising is on the defensive. He felt that if advertising can just be made to settle down and do the job it is

supposed to do, namely, sell goods, it will have to worry but little about the threats and mutterings of its alleged enemies.

Reasoning thus, he made the speech that is presented as the leading article in this week's PRINTERS' INK.

There isn't much banner waving nor drum thumping in this speech. Those emotional souls who seem to think that the great institution of advertising is about to topple unless something radical is done in a hurry, may not get much spiritual solace out of what Mr. Lasker says.

But he is talking hard sense and is telling the plain truth.

The best answer to attacks on advertising is to have thoroughly good copy—good copy in this case being truthful copy, conceived in good taste, skilfully written and attractively presented.

Mr. Lasker, after his many years of outstandingly successful experience, seems to think that as a means of confounding the enemies of advertising and enabling it fully to rise to its opportunity, this is even better than adopting resolutions and appointing committees to investigate something or other.

And there are those who will agree with him.

**Men of Honor, Step Forth!** "If," Ben Jonson caused a character to remark, "he were to be made honest by an act of Parliament, I should not alter my faith in him."

And in our own time, acts of our own Parliament still fall short of remodeling men's integrity. Law cannot destroy honor, but only shackle it, as to a noisome cellmate, to dishonor. Nor can law's repeal render honest men dishonest, but only offer the inherently dishonest an opportunity to profit.

Two weeks ago, with the Supreme Court's execution of the NRA just behind us, PRINTERS' INK warned:

"Industry will cut its own throat if it slashes wages and prices. And industry will consummate its own demise if it lets down the bars to ruthless, wolfish competition."

And, to the upholding of civilized standards in wage policies and in sales practices the most potent of the nation's industrial leaders have committed themselves. Said one last week:

"It seems self-evident that an advertiser who puts his name on his product would be very foolish to indulge in the destructive policy of wage-cutting and price-slashing. He advertises to acquire public approval, and it would certainly be a bad policy to appeal to the public for consideration on the one hand, and on the other oppose public interest."

Self-evident that truth is—but not to the public, nor even to all advertisers. Not always is it wise to assume that that which is overwhelmingly conspicuous is, to everyone, clearly visible. And there are occasions when even honorable intention, which ought to be its own best sign-board, looks foolishly inarticulate in the "surplice of humility over the black gown of a big heart."

If dishonor is rampant, if buyers turn footpads, each a prey-hunting brigand armed with the blackjack of boycott, if price-cutters strike at profits and through profits to payrolls, let honest men declare themselves!

Let the manufacturer who must protect the public interest—while he invites public patronage—come out now with timely copy to tell where he stands on hours and wages—and why. Let him explain that when the public buys branded and advertised products, the public is supporting and strengthening decent business; and that when it buys unbranded, price-competitive goods, it is encouraging the chiseler, the wage-cutter, the greedy,

unprincipled, anti-social exploiter of labor.

In the retail field, let the merchant who stands for fair practices educate *his* public into an understanding of the consequences, to employers, to employees, and to the consumers, of loss-leader selling.

If ever there was a time when advertising, the voice of business, ought to speak, that time is now. Now, if ever, is the time for "institutional" appeal—but harder-hitting, straighter-to-the-mark, more truly sincere, more solidly fundamental than any copy writer, however inspired, thus far has produced.

Advertising has a story to tell, a story whose telling will perpetuate all the benefits—and exterminate the evils—that flowed from the NRA.

And right now, this minute, advertisers of America, that story shouts to be told!

#### Let Labor Advertise

When a labor union buys space to advertise an apology to a place of business for "molesting and disturbing," it is news. It is also an interesting and significant action.

A local union picketed a restaurant and then found that its charges were wrong. The delegate at the union admitted, in a paid advertisement, that he had been misled by "apparently unreliable agitators."

Organized labor has used advertising before and needs very badly to use more space now, not necessarily to apologize but to help better understanding. The united mine workers of Iowa once financed a campaign, paid for entirely by themselves, asking the people to buy coal mined at home so that the miners might have steadier work and a better chance at earning a living.

The wood carvers' union advertised the craft of its members and the product in order to get more

business and therefore steadier wages.

Six thousand members of a fishermen's union co-operated in advertising fish; the iron molders' union not only spent its own money to advertise its products, but also caused local unions to canvass for them.

There will be more labor union advertising in the future. No one needs interpretation more than the unions do, because they are heard from only in times of strife. Organized labor today realizes it must deal with the public as well as with capital and management for the things it wants.

Co-operation with management to secure more business out of which more wages may come is far more logical than fighting. The strike has become an outworn advertising medium. It is costly also.

Organized labor through advertising in local newspapers and other mediums could talk to whom-ever it pleases. It wouldn't have to bicker with minor officials; it could talk to the real executives who make decisions and, what is more, it could talk to them frankly and with the entire public listening in.

Union labor could help in establishing and increasing markets out of which its wages must come. In cases where labor is striving for a real objective against the chiseler, against the sweatshops, it could bring its real story out in the open quicker and with less expense than through a strike. There are enough labor organizations, each with its individual plans, each depending upon more volume of sales for its wages, to produce a great volume of new advertising. It would be sensible advertising because it would lead to better understanding.

"Nobody ever wins a strike," said the White Motor Company in some recent copy. Truthful, sound, sane advertising to increase busi-

ness and add to understanding would produce results for labor, both organized and unorganized; would be a steady and helpful influence.

### Maul It into 'Em!

Assuming that such routine matters as the economic consequences of America's decoding will be dealt with adequately by the routine intellects that vegetate in these offices, the Situation Department turns its attention this week to the banker, and particularly to a quaint, banker-harbored notion about public education.

Writing in a bankers' publication, a bank vice-president sets down this:

"In all our talk about service charges, we have forgotten the tremendous economic implications in the nation-wide education of the public to carry larger bank balances. Service charges will teach millions of people in the next generation to carry larger balances, which will mean cash reserves for sickness or other emergencies, and a sound sense of financial responsibility."

At a loss for what else to do with that startling paragraph, the Situation Editor offers it as a text to timid advertisers of commercial commodities.

Would you educate millions of people of the next generation into a desire for your product? Then beat that desire into their parents with a club. Would you build good-will so lasting that your current customers will hand it down as a heritage? Then line 'em out, and whale out of them their everlasting daylights.

And if you'd win their worship—and, simultaneously, make their children better citizens—don't bother to tell 'em why.

Education? That, kind brethren, is a knockout!

**The total of all monthly magazine lineage for June 1935 is almost exactly the same as the total for June 1934 (see page 94). But Esquire for June 1935 shows a gain over June 1934 of 77.8%. Esquire must have something on the ball. We know what it is—and we think you ought to.**

**Esquire**  
THE MAGAZINE FOR MEN  
40 E. 34th St., New York City

**50c per copy      \$5.00 per year**

**From 16th place in June '34  
to 5th in June '35**

# June Magazine Advertising

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-June	Jan.-June
Fortune	104	65,886	75,603	27,571	397,765	387,497
Yachting	61	a38,425	28,614	20,635	228,498	164,092
Town & Country	50	33,359	b35,107	b24,353	216,181	214,190
Cosmopolitan	75	32,322	34,098	20,406	162,827	151,089
Esquire	47	c31,676	17,724		174,971	80,962
Motor Boating	68	29,332	27,702	21,384	193,924	174,366
The Spur	37	24,752	30,538	17,296	140,686	150,644
American Magazine	52	22,183	23,214	14,106	116,037	120,513
The Sportsman	32	a21,259	a33,348	10,684	95,961	116,177
Country Life	32	21,245	20,804	12,912	125,734	113,283
Better Homes & Gardens	47	20,974	17,455	14,574	121,664	101,229
Forbes (2 May is.)	46	19,950	11,783	7,324	d67,598	d55,111
Redbook	46	19,698	20,595	12,546	106,594	91,302
House & Garden	31	19,430	33,328	12,966	147,454	180,371
Field & Stream	43	18,640	15,108	13,299	89,171	75,074
American Home	29	18,560	11,476	3,998	122,617	66,230
<i>N. Y. Met. Edition</i>	38	24,284	16,698	6,766	159,778	93,388
Nation's Business	43	18,459	18,427	11,387	105,868	109,095
American Golfer	28	17,493	21,152	12,104	76,497	75,748
House Beautiful	27	17,313	18,793	19,321	137,958	128,938
Popular Mechanics	77	17,276	12,712	10,024	101,798	79,398
Outdoor Life	40	17,201	10,151	7,910	69,880	50,132
Vanity Fair	25	15,799	32,523	10,465	107,810	153,261
Popular Science Monthly	34	14,546	13,972	8,184	83,090	79,369
Banking	33	14,042	10,929		72,521	65,047
Sunset	32	13,740	11,305	8,042	77,904	59,612
Boys' Life	20	13,337	12,954	9,664	61,940	56,304
Silver Screen	29	12,476	11,872	6,678	61,461	58,723
Screenland	29	12,146	11,918	7,246	61,658	58,963
The Instructor	17	11,752	7,937	9,429	87,425	68,000
American Boy	17	11,388	10,893	7,589	51,159	45,642
National Sportsman	25	10,714	8,932	8,115	57,367	46,877
Motion Picture	24	10,339	15,044	13,816	60,586	80,613
Movie Classic	24	10,339	14,901	13,519	60,586	80,242
Sports Afield	24	10,207	9,702	9,842	50,968	48,656
Atlantic Monthly	45	9,983	5,063	6,322	68,828	36,969
Modern Mechanix & Inventions	44	9,935	10,750	5,475	66,653	63,585
Physical Culture	22	9,225	8,367	5,869	60,961	55,453
Harpers Magazine	41	9,114	9,716	9,380	50,162	56,392
National Geographic	38	8,998	8,498	6,021	45,252	47,062
American Rifleman	21	8,846	7,860	7,601	51,593	43,565
Hunting & Fishing	20	8,548	7,904	6,079	48,047	40,191
Polo	13	8,400	13,650	10,248	54,806	66,234
Travel	13	8,374	8,216	5,826	56,726	48,780
Christian Herald	12	8,330	10,030	11,103	55,912	57,476
Life	18	7,878	10,834	6,598	48,752	57,872
Screen Romances	18	7,516	6,149	4,576	35,280	42,005
The Grade Teacher	17	7,371	5,927	6,620	59,048	49,146
Modern Living	17	a7,263	a6,288	4,599	48,360	42,024
Extension Magazine	10	7,085	7,985	6,972	41,694	44,049
Elks Magazine	16	6,934	6,921	5,291	36,804	32,467
Model Airplane News	16	6,840	6,855	4,843	38,258	45,740
Real Detective	16	6,819	5,634	4,906	41,900	37,871
Radio News	15	6,527	6,888	4,336	46,616	44,683
Review of Reviews	15	6,459	6,044	6,502	38,679	41,107
The Stage	9	5,888	6,772	3,508	35,006	41,442

(Continued on page 94)

1934  
n.-June  
387,497  
164,092  
214,190  
151,089  
80,962  
174,366  
150,644  
120,513  
116,177  
113,283  
101,229  
d55,111  
91,302  
180,371  
75,074  
66,230  
93,388  
109,095  
75,748  
128,938  
79,398  
50,132  
153,261  
79,369  
65,047  
59,612  
56,304  
58,723  
58,963  
68,000  
45,642  
46,877  
80,613  
80,242  
48,656  
36,969  
63,585  
55,453  
56,392  
47,062  
43,565  
40,191  
66,234  
48,780  
57,476  
57,872  
42,005  
49,146  
42,024  
44,049  
32,467  
45,740  
37,871  
44,683  
41,107  
41,442

THE \$10 MAGAZINE  
WITH A MILLION  
READERS



Fortune

135 East 42nd St., New York

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-June	1934 Jan.-June
Scrimmer's	13	5,443	6,006	5,750	38,637	32,395
Psychology	12	5,190	4,213	e	27,158	27,332
Open Road for Boys	11	4,889	4,838	6,697	26,226	25,993
New Outlook	12	4,832	5,316	3,895	24,392	28,911
Film Fun	11	4,526	4,862	3,784	23,763	36,246
Rotarian	10	4,465	4,595	3,879	24,413	17,289
American Legion Monthly	10	4,380	7,395	4,204	29,363	36,096
Judge (May)	10	4,378	5,385	3,742	25,294	25,654
American Forests	10	4,340	3,920	2,730	28,700	24,584
The Forum	10	4,329	4,306	3,916	30,526	26,201
Nature Magazine	10	4,310	2,882	2,244	23,154	18,152
The Lion	9	3,739	3,581	2,541	17,359	14,449
True Detective Mysteries	8	3,604	2,634	1,384	23,618	15,927
Picture Play	8	3,575	4,374	4,646	21,043	24,804
Startling Detective Adventures	8	3,335	3,661	2,629	27,380	25,894
Scientific American	7	3,028	2,720	2,685	17,709	16,653
Dell Men's Group	14	3,024	3,064	1,976	16,958	21,824
St. Nicholas	7	2,857	2,396	3,120	20,042	17,029
Munsey Combination	12	2,744	2,800	1,792	19,656	18,816
Mag. of Wall St. (2 May is.)	6	2,496	3,556	5,885	d13,603	d23,838
Broadway & Hollywood Movies	6	2,495	4,139	5,523	15,677	20,402
Current History	11	2,450	1,899	2,583	14,551	15,254
Golden Book	10	2,320	1,316	3,369	19,229	15,193
American Mercury	10	2,310	3,216	1,984	15,478	18,297
Asia	5	1,980	2,529	2,032	15,684	17,188
Arts & Decoration	3	1,876	3,696	5,628	26,936	37,996
Street & Smith's Big 7 Group	8	1,736	1,568	1,288	12,432	14,266
Street & Smith Combination	8	1,680	1,120	1,008	11,368	6,496
Blue Book	3	703	577	481	4,642	4,474

Totals ..... 955,349 964,742 634,218 5,575,647 5,235,674

a Larger page size. b Two issues. c Advertising page changed from three columns (504 lines) to four (672 lines). d Jan.-May lineage. e No issue.

## WOMEN'S MAGAZINES

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-June	1934 Jan.-June
Vogue (2 is.)	101	63,682	67,650	35,678	498,976	447,891
Harper's Bazaar	82	54,911	52,744	36,550	391,402	363,061
McCall's	73	49,473	52,447	40,976	269,065	273,321
Woman's Home Companion	68	46,538	45,127	32,618	264,902	266,445
Good Housekeeping	105	44,924	47,184	38,023	284,653	283,313
Ladies' Home Journal	64	43,428	48,719	38,454	267,661	280,498
True Story	54	23,117	18,888	17,702	131,740	120,938
Pictorial Review	29	19,842	14,670	11,846	114,657	100,024
Tower Magazines	29	a19,622	14,768	13,245	109,017	77,855
Modern Screen	40	17,082	17,052	10,485	94,342	84,668
Parents' Magazine	39	16,884	14,667	10,584	100,221	84,527
N. Y. Met. Edition	43	18,413			95,831	
Modern Romances	36	15,637	16,134	10,439	89,358	79,527
Movie Mirror	36	15,334	10,654	8,952	84,743	54,575
Radio Stars	35	15,028	10,296	730	87,181	46,259
Photoplay	33	14,095	15,952	13,638	64,338	83,047
Screen Play	32	13,499	11,220	5,883	73,442	57,847
Screen Book	32	13,332	10,164	5,736	71,879	53,228
Holland's	18	13,312	12,170	7,673	65,478	66,783
True Romances	31	13,092	8,787	5,093	74,499	52,102
Love & Romance	30	12,919	8,376	5,506	72,301	49,755
True Experiences	30	12,905	7,947	4,649	72,055	47,394
Hollywood	31	12,866	8,680	5,271	71,187	48,182
Household Magazine	19	12,864	15,416	8,448	78,861	82,944
Delineator	19	12,822	24,619	24,135	94,345	155,146
Junior League Magazine	19	a12,078	7,515	5,590	58,622	40,205
Radio Mirror	28	12,039	4,687		67,068	19,344
True Confessions	25	10,560	9,198	5,830	62,627	53,868
Radio Land	24	10,261	8,756		59,319	47,643
Farmer's Wife	15	10,240	9,626	9,204	64,805	66,894
Shadoplay	21	9,187	13,120	11,201	42,831	62,513
Woman's World	13	8,998	6,224	4,735	53,395	40,663
Needlecraft	7	4,991	3,199	3,538	32,950	28,668
Child Life	6	2,719	4,199	3,670	23,404	26,108
Junior Home for Mothers	5	1,958	b	3,272	12,607	11,821
Messenger of Sacred Heart	7	1,514	1,785	1,850	8,048	9,516

Totals ..... 663,282 622,640 441,204 4,018,610 3,666,573

a Larger page size. b No issue.

(Continued on page 96)

1934  
n.-June  
32,395  
27,332  
25,993  
28,911  
36,246  
17,289  
36,096  
125,654  
24,584  
26,201  
18,152  
14,449  
15,927  
24,804  
25,894  
16,653  
21,824  
17,029  
18,816  
123,838  
20,402  
15,254  
15,193  
18,297  
17,188  
37,996  
14,266  
6,496  
4,474  
235,674  
s 504

1934  
n.-June  
147,891  
163,061  
173,321  
266,445  
283,313  
280,498  
20,938  
00,024  
77,855  
84,668  
84,527

79,527  
54,575  
46,259  
83,047  
57,847  
53,228  
66,783  
52,102  
49,755  
47,394  
48,182  
82,944  
55,146  
40,205  
19,344  
53,868  
47,643  
66,894  
62,513  
40,663  
28,668  
26,108  
11,821  
9,516  
66,573

*Modern  
Magazines  
continue  
to carry  
more pages  
of advertising  
than any  
other group*

MODERN SCREEN • RADIO STARS • MODERN ROMANCES

**modern magazines**

145 MADISON AVENUE, NEW YORK, N. Y.

## NATIONAL WEEKLIES (4 May Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-May	1934 Jan.-May
Saturday Evening Post.....	274	186,425	184,723	117,880	819,600	781,458
Time.....	241	103,049	100,507	64,786	486,409	451,281
Collier's.....	146	98,949	88,655	58,326	418,153	383,985
New Yorker.....	224	95,990	113,599	62,205	463,945	501,546
The American Weekly.....	38	73,121	68,541	60,245	329,827	276,091
The United States News.....	21	43,067	32,274	—	224,512	165,033
Literary Digest.....	59	26,553	32,409	24,240	141,380	156,435
Liberty.....	69	25,731	26,760	17,949	121,594	124,310
Business Week.....	58	25,078	23,136	218,523	130,095	110,660
News-Week.....	34	14,668	9,754	7,436	75,789	84,190
The Nation.....	24	a9,650	a10,450	a6,900	39,900	39,750
Scholastic.....	18	7,737	7,688	b5,968	43,375	33,627
New Republic.....	13	a5,907	a6,201	a5,773	26,617	26,964
Totals.....		715,925	704,697	450,231	3,321,196	3,135,330

Totals.....  
a Five issues. b Two issues.

## CANADIAN (May Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-May	1934 Jan.-May
Mayfair.....	70	a47,268	32,441	26,384	183,059	126,028
Maclean's (2 is.).....	58	40,253	42,324	38,311	174,947	178,074
Canadian Home Journal.....	52	36,366	36,559	31,501	141,274	144,754
Chatelaine.....	47	32,746	29,055	22,438	125,585	114,148
Canadian Homes & Gardens.....	39	26,451	24,066	17,183	113,579	94,422
Liberty (4 is.).....	61	26,318	24,449	18,011	120,455	112,749
" exclusively Canadian .....	23	9,902	5,770	—	40,447	25,686
" in comb. with U. S. ed. ....	38	16,416	18,679	—	80,008	87,063
National Home Monthly.....	33	23,427	22,763	23,206	91,511	110,608
The Canadian Magazine.....	28	19,582	19,566	17,134	74,607	71,767
Canadian Business (June).....	31	13,043	10,926	8,017	b74,536	b66,284
Totals.....		265,454	242,149	202,185	1,099,553	1,018,834
a Larger page size. b Jan.-June lineage.						
Grand Totals.....		2,600,010	2,534,228	1,727,838	14,015,006	13,056,411

\* \* \*

J. Walter Thompson  
Transfers Hardy

J. Ross Hardy has joined the San Francisco office of the J. Walter Thompson Company as a copy writer. For the last two years he has held a similar position with the Chicago office of the agency. Prior to that he was with the *Chicago Herald and Examiner*.

\* \* \*

## Harvey White Joins Studio

Harvey White, illustrative photographer, has become associated with the Noble Bretzmann Studios, New York. He formerly was with *Vogue* and Metro-Goldwyn-Mayer.

\* \* \*

## Hazard Appointed

The British Empire Chamber of Commerce in the U. S. A. has retained the Hazard Advertising Corporation, New York, as advertising counsel for the British Empire Exhibition.

\* \* \*

## Scheel Agency Adds Bishop

W. A. Bishop, formerly with the Kayne Company, Cleveland, has joined the Scheel Advertising Agency, of that city, as account executive.

E. D. Smith Company Plans  
Canadian Jam Campaign

The E. D. Smith Company, Winona, Ont., manufacturer of jams, will start a national advertising campaign this summer after being out of the national field for several years. Norris-Patterson, Ltd., Toronto agency, is handling the account.

\* \* \*

## Hendrick Forms New Business

Fred D. Hendrick, who has represented advertising companies in Detroit for the last fifteen years, has organized the Cadillac Color Plate Company, of which he will be president and general manager.

\* \* \*

## Has Crayola Account

The advertising account of the Binney & Smith Company, New York, Crayola Crayons and Artista Water Colors, has been placed with Atherton & Currier, Inc., New York.

\* \* \*

## Joins Minneapolis "Journal"

George W. Ronald, vice-president of the First and American National Bank at Duluth, Mich., has joined the business department of the Minneapolis *Journal*.

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1934  
n.-May  
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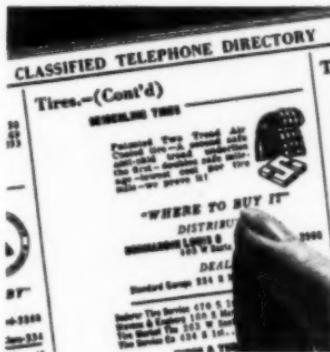
LIP SERVICE

*to this idea*

**M**OST sales and advertising executives are quick to admit that proper identification of retail outlets is urgently important. They realize that prospects too often go to the wrong dealer and accept "something just as good." But there are still some executives who do nothing about it.

Something can be done. Easily, surely, economically. Through the classified telephone book.

List your brand name in classified directories wherever you have distribution. Arrange to have your dealers list their names below. Then prospects can quickly locate your nearest representative.



AMERICAN TELEPHONE & TELEGRAPH CO.  
Trade Mark Service Division

195 Broadway  
New York



311 W. Washington  
Chicago

# The Little Schoolmaster's Classroom

THESE many years the Schoolmaster has flattered himself that he understood how to carve the joint of meat for the family or the bird for Sunday dinner. He confesses, however, after an examination of a booklet entitled "Fine Points in Carving," recently issued by the Dold Packing Company, that there is much for him to learn.

The booklet describes and illustrates the correct procedure in carving beefsteak, roast beef, loin of pork, baked ham, roast lamb and roast chicken or turkey. An amateur ought to be able, with the help that it affords, to become more or less expert at carving in short time. Incidentally, he or she will receive instructions in the proper preparation of roasts, in the selection of meat and in knife sharpening.

At first, the company insisted that the consumer purchase a ham in order to get one of these books but it is now making exceptions and letting them go upon request

of any consumers in its sales territories. The tie-up of the carving booklet with Dold Ham was made in a series of four newspaper advertisements that preceded Easter. When it is known that the company's hams are on sale in about 95 per cent of the markets in its home city of Omaha, it is not hard to believe that a study into carving methods throughout the country would reveal greater dexterity in wielding the carving knife in Omaha's homes than anywhere else in the land.

As a means of accounting for all the Easter sales of hams that were possible, Dold salesmen secured a list of customers in each store in which its hams were displayed and the men addressed a postal to everyone of these consumers suggesting roast ham for the Easter dinner.

Those who like to recall the good old days may find, as the Schoolmaster did, a pleasant hour



Underwood &amp; Underwood

**Can you  
imagine  
this girl  
doing  
“petit  
point”?**

Yes, “girl.” She is a girl working at her job of deep-sea diving. Other girls are longshoremen, stevedores, undertakers, paper hangers, steeplejacks. Six thousand of them work on the railroads as switchmen, flagmen and manual laborers.

These women who work for their living like a good story. They read the general women's magazines. But there is no time in their lives for needlework, cooking, housekeeping and similar related home arts. They do not read *Needlecraft*.

But 700,000 women do.

What kind of women? Homebodies. By its very nature, *Needlecraft* combs out the homebodies from the entire distaff side of the population. It completely eliminates the ten million working women and those who are not married, those who do not keep house.

By that very selection, *Needlecraft* furnishes a big but highly concentrated market of homebodies for advertisers of foods, household equipment, and anything used in or about the home.

**NEEDLECRAFT**

**The Home Arts**

NEW YORK, BOSTON, CHICAGO

**MAGAZINE**

## here's a chap!

- ... that will handle some large agency's production—quickly and profitably.
- ... that can take over the advertising department of a worthy manufacturer,\* show immediate improvement and reasonably quick returns.
- ... that can handle the production (idea and service) department of a large advertising printer—to the entire satisfaction of the clients.

### ... and do it well!

He is now handling one of the largest volumes of attractive, productive advertising material in the country—and has been on the same job for years.

He has a better knowledge of photography, layout, engraving, paper, printing, etc., than the average buyer.

Thirty to forty years old and looking for a new, permanent connection in a different location, ... want to hear more about him?

Write: "T," Box 109, Printers' Ink.  
\* Here's a good assistant for a busy A. M. in a large organization.

For the Expansion Ahead . . .

## Are You Strong In Sales Supervision?

Ability to sell and to guide others in selling will be in greater demand.

18 years of wide sales experience,  
14 of them as sales manager.

Will welcome opportunity to tell  
you how this sales background and  
knowledge can increase your sales.

Address "R," Box 108, Printers' Ink

## WANTED

Editorial assistant with background of world politics, economics, social trends, government affairs. Must be familiar with news-condensation, statistical summaries, exacting index work. SALARY: Small. OPPORTUNITY: Large. Write (don't phone) Editor, FACT, 342 Madison Ave., N.Y.C.

in the pages of the Golden Anniversary Edition of the *Hotel Red Book*, which has just been issued. For while this year, as it has for half a century, the *Red Book* continues its manifold listings and intriguing symbols, it manages here and there throughout its 900 pages to reminisce. Oscar, of the Waldorf, writes of hotel service as it was fifty years ago; while other writers hark back to conventions, accounting methods, and phases of hotel management of the past.

Naturally, those pages showing hotel advertising of 1886 held the attention of the Schoolmaster longest. W. R. Needham, who writes the advertising reminiscence, points out that the greatest single difference between the hotel advertisements of then and now is that fifty years ago most of them carried the name of the proprietor, often prominently displayed. In none of the advertisements of that year was the name of a corporation listed as the operator of a hotel. Another old-time advertisement reveals the difference in the customs of those days from now. One hotel featured its "Orchestra, Hops, Germans, Balls, Concerts, Entertainments," while many mention their checker and chess facilities.

While it is undoubtedly true that in the old days many hotels assumed a personality from their proprietors, one thought struck the Schoolmaster about the modern corporation-owned hotels of today. They still retain distinct personalities and advertising has been and can be the substitute that interprets these personalities to the public.

Several weeks ago the Schoolmaster discussed the ingenuity of American advertisers in tying-in with dust storms, blizzards, chain letters, quintuplets and similar aberrations, atmospheric, cosmic and otherwise. Since then he has had a chance to read how British advertisers react to their extraordinary events.

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, Eng.

GIBBONS KNOWS CANADA

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CALGARY  
EDMONTON  
VANCOUVER

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Britain may lack some of the more colorful phenomena with which the Americas are endowed, but to compensate, as it were, for these deficiencies, John Bull has graciously provided the Jubilee, an institution which this nation will have to content itself without.

Any newspaper-reading American



knows by this time how seriously England takes its Jubilees. Nor were advertisers, as a class, backward in capitalizing the golden opportunities presented by the spectacle. According to the English advertising publications, many made good use of the occasion. *Advertiser's Weekly*, in reporting that "few advertisers missed the opportunity of a topical reference," also noted that "they were not always successful in making a plausible connection between the Jubilee and the purchase of their goods."

This objection, however, did not hold for an advertisement of the English Kodak company, which *Advertiser's Weekly* awarded "Jubilee honors" because of its serious attempt to secure direct sales, and which the Schoolmaster is saving for the Class and posterity by reproducing in the illustration shown above.

Kodak also went in for the spectacular with a giant photographic mural erected on the front of its building. The photograph was a portrait of the King and Queen,

## BUSINESS OPPORTUNITIES

**PUBLICATION FOR SALE**

ADVERTISEMENT FOR SALE  
Unique L. I. Weekly. Well established,  
consistently profitable. Excellent opportu-  
nity for expansion. No plant. Price  
\$4500. Box 713. Printers' Ink.

## HELP WANTED

WANTED  
ADVERTISING MAN

Must be versatile copy writer—have thorough knowledge of "mechanics" of advertising—should know how to buy art work and printing. To such a man, a nation-wide institution in middle west has opening as assistant advertising manager. Music or Home Appliance experience desirable, although not absolutely necessary. Write fully regarding experience, qualifications, past earning capacity. Box 711, Printers' Ink

**\$100 MONTHLY FOR  
EXPENSE ALLOWANCE  
UNTIL YOU HAVE PROVED  
YOUR WORTH**

If you know fundamentals of advertising; have ability to sell and contact accounts; are serious in wanting to build a business for yourself with increasingly substantial income, this may be your opportunity. Unless you drive your own car, are in earnest and think in terms of \$5000 a year or better, please don't answer. Box 709, Printers' Ink.

## MISCELLANEOUS

**ECONOMIZE!!** Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc. 600 copies \$2.50; add'l hundreds 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

## AROUND THE WORLD

Photographer and business writer (10 yrs. exp.) starting world tour July 1st, available for free lance work. Performance photos of equipment. Interesting house organ copy or special work. Box 207, Printers' Ink.

**POSITIONS WANTED**

**NEWSPAPER ACCOUNTANT**, business manager, 28, with Western daily 7 years, desires position offering future commensurate to ability. Married. Go anywhere. Box 703, Printers' Ink.

**ARTIST FREE LANCE** with merchandising viewpoint, knows reproduction, will gladly consult on difficult advertising problems. Visuals, comprehensions, figures, cartoons, lettering. Box 704, P. I.

I want to locate in or about New York  
City or Boston. Advertising back-  
ground equaled by few. Will consider  
newspaper, agency, radio or industrial.  
Now employed. Box 708, Printers' Ink.

**TYPOGRAPHER**—Experienced, fast-working compositor, whose "jobs" are continually being reproduced in "A. P." and "I. P.," seeks sit. Accept any responsibility: union wage. Box 712, Printers' Ink.

## Production Manager

7 years' experience, large national publications. Accustomed to complete charge. Now employed. Box 705, P. I.

**RADIO! YOUNG MAN CAPABLE OF DEVELOPING EFFICIENT ONE-MAN RADIO DEPARTMENT** seeks opportunity with agency in need of a radio specialist. Box 710, Printers' Ink.

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*No responsibility is assumed for any omission*

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

claimed to be the largest ever made. The figures measured 36 feet by 16 feet each, seven times life-size—a dramatic "sample" of Kodak craftsmanship.

From an agency Class member who, for obvious reasons, prefers to remain anonymous, the Schoolmaster has received the following "Ten Rules for the Witless" or "How to Succeed without Talent." Here are the rules:

"1. Study to look tremendously important.

"2. Speak with great assurance—sticking closely, however, to generally accepted facts.

"3. Contrive to mingle with important people.

"4. Before talking with a man you wish to impress, ferret out his remedies for current problems. Then advocate them staunchly.

"5. Listen while others wrangle. Pluck out a platitude and defend it righteously.

"6. Acquire a capable Stooge, but keep him in the background.

"7. In offering to perform a service, imply your complete familiarity with the task—then give it to the Stooge.

"8. Arrange to be the clearing-house for all complaints—it encourages that thought that you are in control and enables you to keep the Stooge in his place.

"9. Carry yourself in the grand manner. Refer to your associates as 'some of the boys in our office.' Discourage light conversation that might bridge the gap between officer and man.

"10. Walk swiftly from place to place, as if engrossed in affairs of great moment. Keep your office door closed. Interview by appointment only. Give orders by memorandum. Remember—you are a Big Shot, and you don't give a damn who knows it!"

The Schoolmaster is somewhat discouraged in presenting these rules because during a long career in which he has attempted to preach sweetness and light, he had hoped that his altruistic efforts had borne some fruit. Evidently, however, there are still plenty of cynics in the Class.

## YOU DON'T BUY GALLERY SEATS

**when you take  
a customer to  
a show.**

even though he may be accustomed to the inferior location. .... And why give inferior printed matter to any customer, present or prospective? .... Better printed matter creates a better impression, presents your message more convincingly, and, strangely enough often costs less money when produced by a printer with the experience, skill and resources of

**CHARLES  
FRANCIS  
PRESS**  
TELEPHONE ME-3-3500  
461 EIGHTH AVE., NEW YORK

**800,000**

---

(TOTAL DAILY CIRCULATION)

... 79% more than any other  
Chicago daily  
newspaper!

**649,000**

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(CITY AND SUBURBAN DAILY)

... 60% more than any other  
Chicago daily  
newspaper!

AND THE LOWEST DAILY GENERAL MILLINE RATE!

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER